

Plain Talks

GULF STATES UTILITIES CO.
NOVEMBER, 1958



LeVoiz

Plain Talks

November, 1958

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PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity and editor; Jack Stengler, associate editor, Jasper F. Worthy, contributing editor, Baton Rouge; Don Hinkle, contributing editor.

THANKSGIVING — 337 YEARS

Thanksgiving Day is a time to look both forward and back. Those who long nostalgically for the "good old days" may feel that our Nation has come a long way from the path first blazed by our country's Fathers—the Pilgrims, who left England to escape heavy taxation as well as to gain religious freedom.

Since that time, 17 generations of the great, near-great and the infamous have left their indelible marks on society. Indelible—because they can never be erased; because our nation can never again return to those "good old days." Where in the beginning each man was an individual, responsible only to himself and his God, today we are tending more and more to lean upon the Group for support and strength—instead of finding that strength in ourselves. In the beginning governments were instituted merely as tools to carry out the wishes of the individualistic colonists and the pioneers—today that government has pulled itself up by its own bootstraps until all of us, figuratively, work for its ends, its goals—instead of our own.

Some people believe that this process of central consolidation of power is good; that all is well; that this is the way civilizations should progress. And to support this belief, they can quote from nearly any religion or philosophy in the world the idea that we are all responsible for one another. This ideal justifies an all-powerful government in their minds.

Some others shake their heads and find this thought in history: no nation, no group of peoples, has long survived after the people forgot past experience and surrendered their power to the will of other men in the government. These people, too, believe in the ideal of the brotherhood of man. But their belief is tempered by an equally strong belief that an ideal can be attained only through men's hearts—not through man's laws.

Whichever belief you personally hold, Thanksgiving Day is a good time to think; to look to the past for knowledge; a time to reaffirm an inner belief in yourself and decide how you will be able to help create a better future. —DH

DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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W. H. GIESEKE Vice President and Secretary	E. L. GRANAU Vice President
E. L. ROBINSON Vice President	E. A. WERNER Vice President
G. E. RICHARD Treasurer	

OUR COVER



Charlotte LeVois, of the Beaumont Advertising Department, painted this month's cover, "First Thanksgiving" for Plain Talks. In its simple honesty, it seems to portray better than a great many words those principles on which our nation was founded. See editorial.



You Gave Them A Reason To Be Thankful . . .

THANKSGIVING, that most American of all holidays, will be celebrated in just a few days. Many of our less fortunate neighbors will have reason to be thankful once again this year because of the various once-for-all fund-raising campaigns recently completed in areas we serve.

Your support of these campaigns is gratifying. Because you and others like you contribute time and money each year, scientists will eventually defeat cancer and heart diseases, most of our young people will grow up to become good citizens, and many folks who are down on their luck will have a chance to find their way back. For this we can all be thankful.

Your generous support of these good agencies, and the business-like and rapid manner in which you get the job done, reflect credit on you and on our Company. Congratulations on doing a necessary job so well.

Roy Nelson

(turn page)

\$35,000.

YOU gave them a reason to be thankful. The amount above was the total donated by all Gulf Staters during the various combined united fund-raising drives conducted throughout our service area last month.

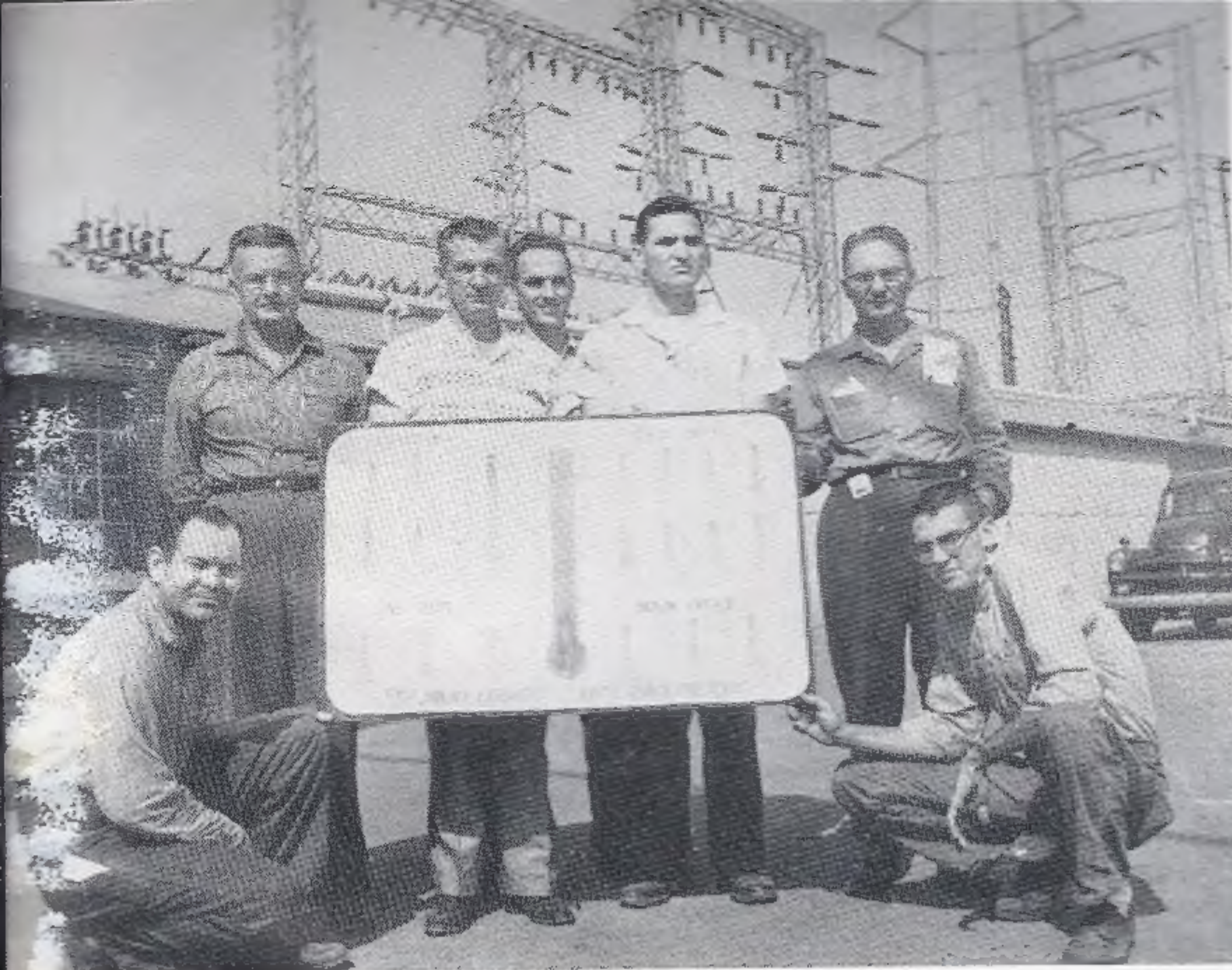
As important as the money Gulf Staters contributed was the time and work they put into making each drive, whether small or large, in or outside the Company, a success.

As the names imply, only through a united effort and teamwork do these important drives succeed. In paying tribute to the various cities in each division, Plain Talks salutes those many employees who devoted themselves to these programs and made life better for so many residents of our area.

In Beaumont, E. L. Robinson, vice president and general sales manager, headed the United Appeals drive for Jefferson County. Richard A. Landry, Jr., lighting sales promotion supervisor and James S. Turner, supervisor of publicity, were coordinators for the company collections. Carroll Henry, Engineering Department, was in charge of main office solicitations, Bob Haynes, operations supervisor at Neches Station, was chairman of the flag-winning Neches group and Floyd Smith, operating superintendent from the Beaumont Division, handled solicitations at the Beaumont Service Center.

In Orange, Edgar R. Snider, lineman first class, was Gulf States employee chairman for solicitations.

In Baton Rouge, C. A. Oubre, master repairman, Louisiana station, was employee drive chairman for the United Givers Fund.



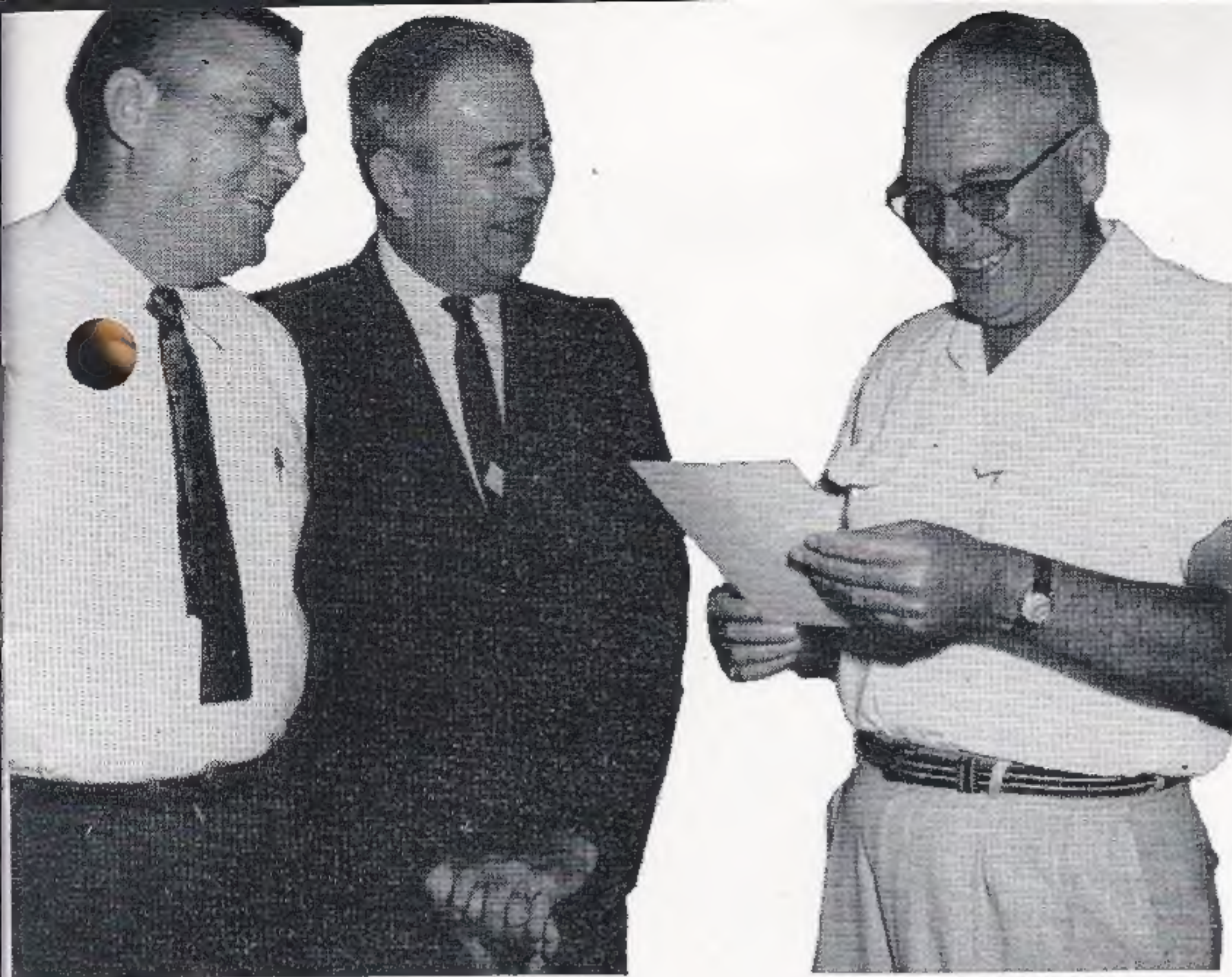
H. J. Desselles, J. D. Fleming, chairman C. A. Oubre, George Jolissaint, John Warmack, Valdemar Weth and Raymond Harris served as solicitors at Louisiana Station in Baton Rouge. Not shown are Willie Carpenter, Terrance Hernandez, Robert Rose and Albert Hill.



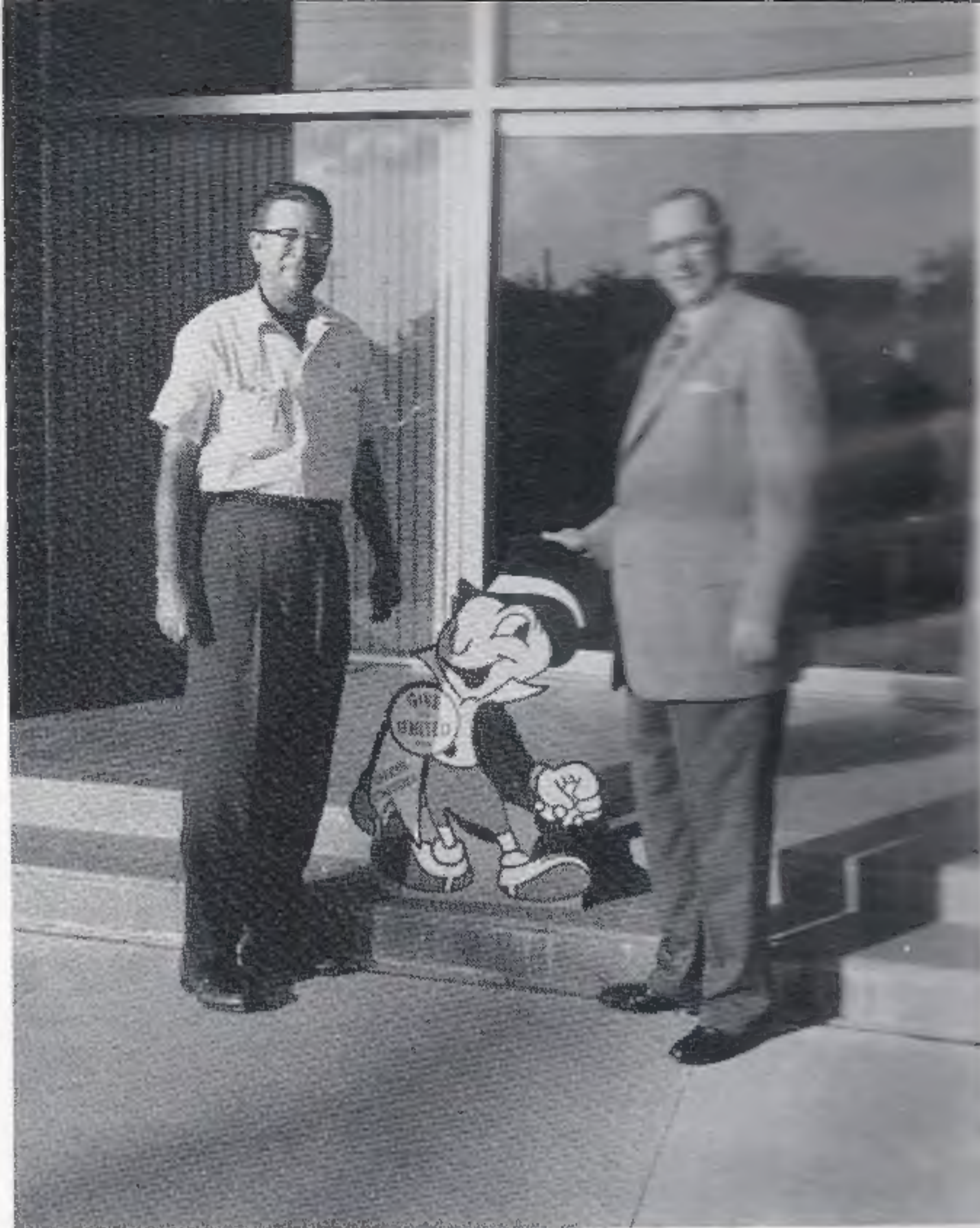
Here's Vice-President E. L. Robinson, UA Chairman in Beaumont, talking to employees in the main office about the program.

The children in these two pictures are at the Beaumont Children's Home. To them, Thanksgiving means a lot because they don't have families to share it with.

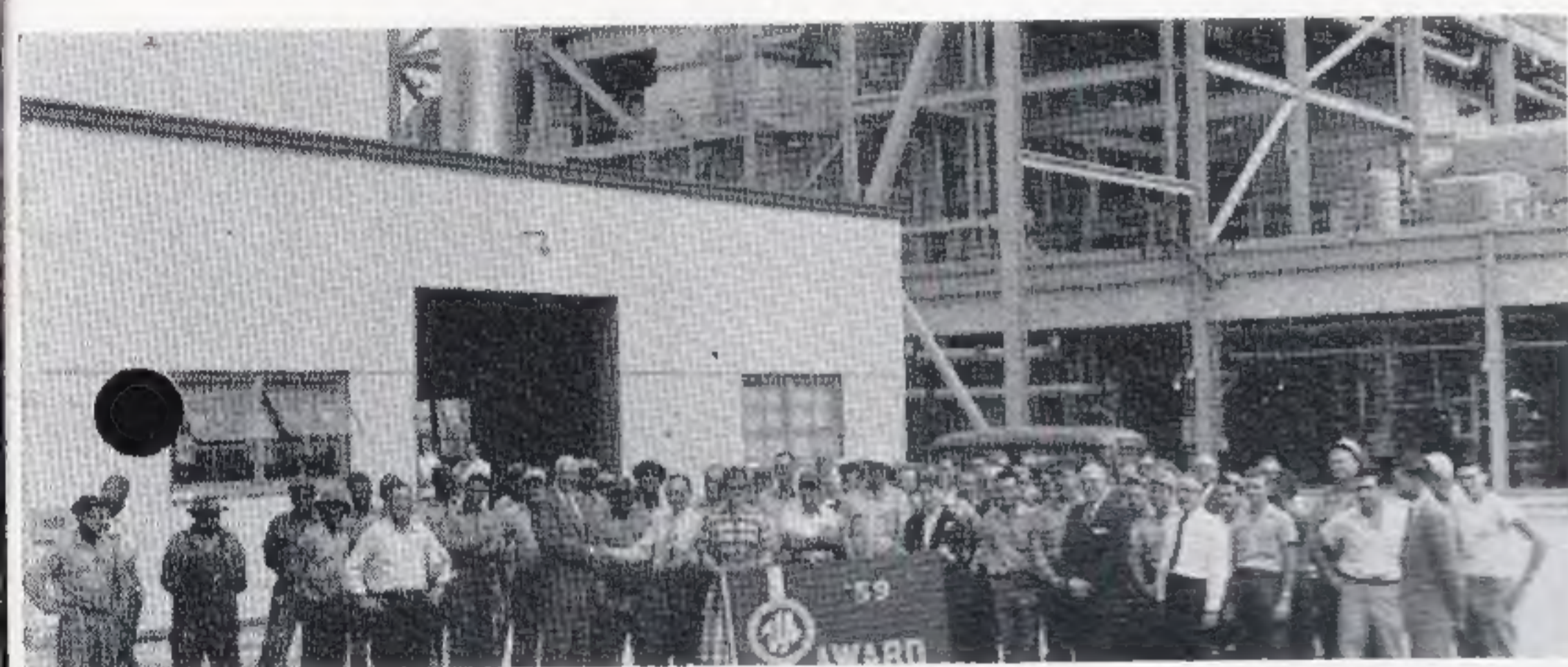




In Sulphur, Louisiana, where 100 percent of the employees gave their fair share, George Gilmore, district superintendent and E. W. Wyman, Jr., chairman of the United Appeals awards committee, look on as L. E. Mosier, firm chairman, accepts the award for the employees.



Don Boring, general chairman for employees in Port Arthur, discusses Jiminy Crickett (the symbol for United Fund giving), with E. G. Heckendorf, member of UF awards committee.



At Neches Station in Beaumont, the whole crew turned out to accept their award for United Appeals, including President Roy Nelson.

Gulf Staters accepting the United Fund award in Orange are, left, Morris Johnson, sales; Bernard Stott, line crews; Molly Mathews, accounting; Winston Lewis, United Funds award chairman; Edgar R. Snider, Gulf States employee chairman; Winn Stevens, United Funds chairman; Patsy Evans, engineering and Dalton Woodard, repair service.



The PLAIN TALKS staff received a plaque in Beaumont for best editorial story about United Appeals funds in a company publication from Holmes Jenkins, at left. Next to him are Jim Turner, editor, Don Hinkle, contributing editor and Jack Stengler, associate editor.





J. J. Morrison



R. E. Cargill



E. A. Werner

Executive Realignment Advances Morrison, Cargill; Werner Elected Vice President; Hodge to Be Succeeded By LeVois; Dugas Moves Up in Sales

J. J. Morrison, executive vice president, has been given responsibility for over-all operation of the Gulf States system. Mr. Nelson announced his assumption of broader duties effective November 1.

Effective the same date Vice President R. E. Cargill was made responsible for power production, his duties previously having been limited to responsibility for system engineering and transmission and distribution.

Under the new executive alignment, Mr. Cargill and Executive Vice Presidents G. R. Fulton and H. C. Leonard will report to Mr. Morrison. Mr. Fulton is in charge of Texas operations and Mr. Leonard is in charge of Louisiana operations.

Mr. Morrison

Mr. Morrison became an executive vice president of our Company in August, 1955, and was elected a director in June, 1957.

An electrical engineer graduate of Nova Scotia Technical College, Mr.

Morrison gained wide experience in the electric utility industry with the Nova Scotia Tramways and Power Company in Halifax, Stone and Webster, Inc., in Boston, Mass., Key West, Florida, and with the Savannah Electric and Power Company.

Mr. Morrison held responsible managerial positions with Engineers Public Service Company in New York, prior to joining Gulf States in 1947 as assistant to the president. He was made a vice president in 1954.

Mr. Cargill

Mr. Cargill became vice president in charge of engineering and transmission and distribution in May, 1955. An electrical engineer with many years experience in his field, Mr. Cargill became operating and engineering manager of Gulf States in 1954. Prior to that time he had supervised system transmission and distribution.

A native of Livermore Falls, Maine, Mr. Cargill is a graduate of Lowell Institute. During his electric utility career he has worked at Presumpscott

Electric at Westbrook, Maine, General Electric Company, New England Bell Telephone and a power company in Portland, Maine.

Mr. Cargill came to Beaumont in 1925 and became operations manager for the entire Company in 1946.

Mr. Werner

Eldon A. Werner, Baton Rouge, personnel manager, has been elected a vice-president of the Company, by the Board of Directors, effective November 6.

A native of Brockton, Massachusetts, Mr. Werner has had many years of experience in public utility operation. He began his career with the Brockton Edison Company and held managerial positions in sales with several electric utilities, including Ponce Electric Company, the El Paso Electric Company and Gulf States. In 1941 Mr. Werner was assigned to the Personnel Department of Gulf States and in 1945 he was appointed manager of the department for the entire Company.



James B. Hodge

James B. Hodge, Navasota Division manager, will retire December 1 after a 36-year utility career.

Mr. Hodge has been head of the Navasota Division since 1954. During this time, he has been active in civic functions, having served as chairman of the Navasota-Grimes County United Fund for 1956 and 1957. He was also president of the Navasota Fishing Club for 1957 and President of the Navasota-Grimes County Chamber of Commerce for 1957 and is at present a member of the board of directors of that organization.

An indication of the esteem citizens of the area have for him is that, effective January 1, Mr. Hodge has accepted the position of manager of the Navasota-Grimes County Chamber of Commerce.

Mr. Hodge has had an active and varied career in the electric utility industry which prepared him equally well both for his present position and for the position he will soon assume.

Born in Keokuk, Iowa, in November, 1893, he joined the Keokuk Electric Company in 1922 as a salesman. Three years later he was transferred to Western United Gas and Electric Company as merchandise sales manager in Aurora, Ill. He served in the same capacity for the Tampa (Fla.) Electric Company in 1926 and as sales manager for the Savannah (Ga.) Electric and Power Company in 1929. In 1933, he moved to Baton Rouge where he was made sales manager of our predecessor company there, the Baton Rouge Electric Company. He held that position until 1938 when he was made Louisiana sales manager for Gulf States, which merged with BRECO that year.

In 1947, Mr. Hodge was promoted to operating manager in the Port Arthur Division, and was transferred to Navasota as division manager seven years later.



H. C. LeVois

Henry C. LeVois of Beaumont will be our new Navasota Division Manager, effective December 1, it was announced this month by George R. Fulton, executive vice president. Mr. LeVois is presently system superintendent of the Company's industrial and commercial sales.

Effective the same date, Lionel Dugas of Beaumont will become system superintendent of industrial and commercial sales, succeeding Mr. LeVois, according to E. L. Robinson, vice president and general sales manager. Mr. Dugas moves up from his present position of supervisor of industrial sales and area development, Mr. Robinson said.

A native of Thibodeaux, Louisiana, Mr. LeVois was educated in Lafayette and received his degree in electrical engineering from Southwestern Louisiana Institute at Lafayette.

After a brief period with the Westinghouse Electric Corporation in Pittsburgh, Mr. LeVois joined Gulf States in 1928. He has gained wide experience with the Company in his 30-year career, holding engineering and power sales supervisory positions in Lake Charles and Port Arthur before coming to Beaumont in 1947 as superintendent of industrial sales for the company's Texas service area. In 1957 he was named superintendent of commercial and industrial sales, the position he now holds.

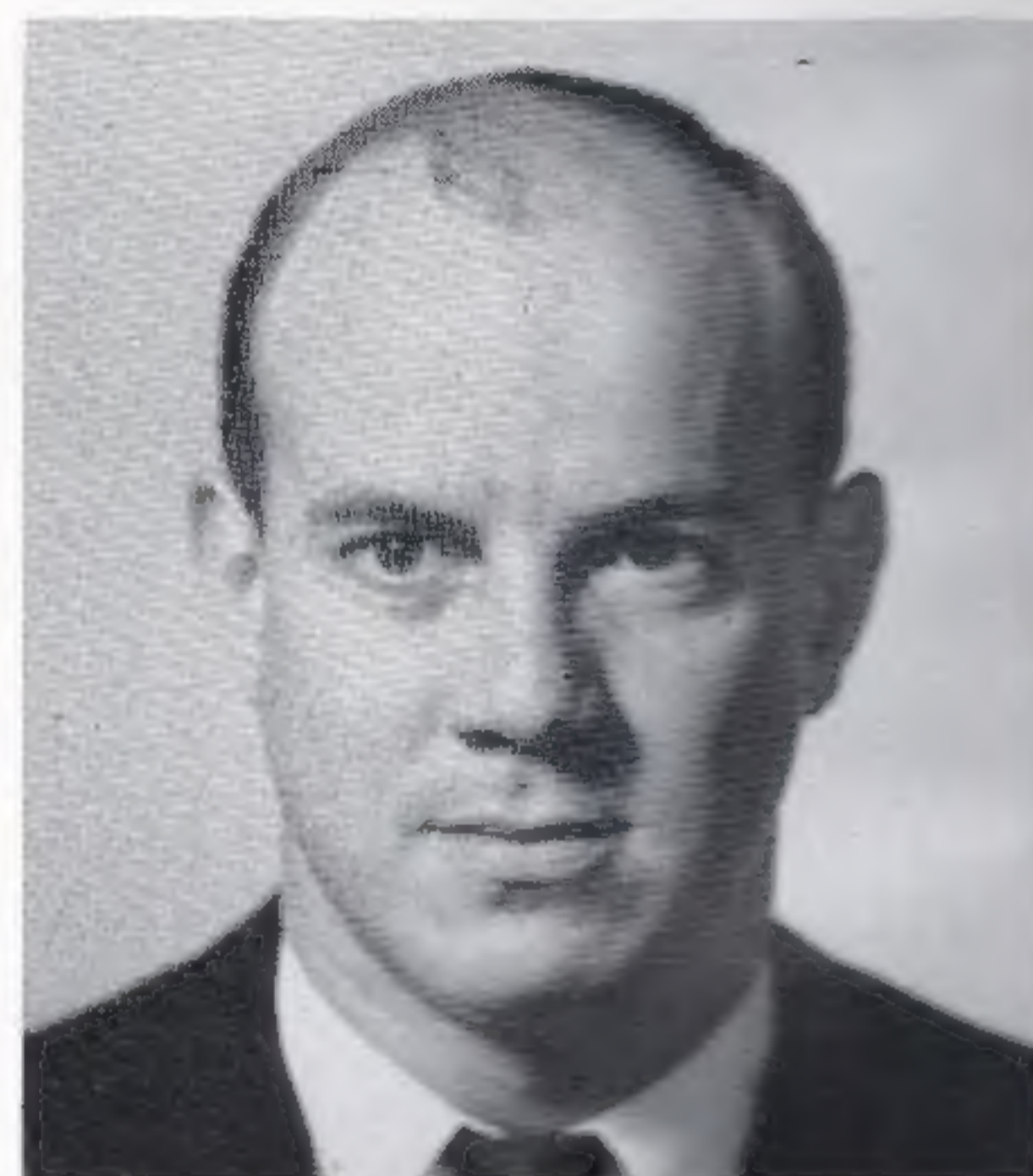
Mr. Dugas is a native of Scott, Louisiana, and received his electrical engineering degree from Southwestern Louisiana Institute at Lafayette.

He joined Gulf States in 1930 and did engineering and sales work in Lake Charles, Lafayette, Baton Rouge and Port Arthur before coming to Beaumont in 1943 as an industrial engineer.

In 1950 Mr. Dugas was named supervisor of industrial sales for the Company's Texas service area and, in 1957, he was promoted to his present position.



L. V. Dugas



R. W. Jackson

Robert W. Jackson of Beaumont has been promoted to assistant secretary of the Company by the Board of Directors. He will report to W. H. Gieseke, vice president and secretary.

Mr. Jackson, former administrative assistant in the Corporation Department, is a native of Beaumont and was graduated from Beaumont High School in 1949. He attended Lamar State College of Technology before receiving his BBA degree in advertising from the University of Texas. Mr. Jackson joined the Army in August, 1953, and, after his discharge in 1955, joined Gulf States Corporation Department.

The best security against revolution is in constant correction of abuses and the introduction of needed improvements. It is the neglect of timely repair that makes rebuilding necessary.

—Richard Whately



R. S. Nelson

PRESIDENT NELSON TO RECEIVE FOUNDER'S AWARD

President Roy Nelson will be presented the fifth annual Isaiah VanSant Williamson Award at the Williamson Free School of Mechanical Trades at Media, Pennsylvania, on Saturday, November 22. The award, in the form of a gold medal, is to be presented to Mr. Nelson in ceremonies following the traditional dinner climaxing the annual Homecoming and Founder's Day celebration.

The award is made each year to the person, not necessarily an alumnus of Williamson, who is selected by the trustees of the School as one who best exemplifies in his life and work the ideals of the founder. Isaiah VanSant Williamson, a Philadelphia merchant and philanthropist, founded the school in 1888.

Mr. Nelson is an alumnus of Williamson, having graduated in 1915 as an engineer.

Since leaving Williamson, Mr. Nelson has worked in the utility industry for forty-three years, gaining wide experience in a number of subsidiary companies of Stone & Webster, Inc. before coming to Beaumont as president in 1942. He has led our company through its tremendous expansion program which is continuing.

His very active career in civic and humanitarian work was recognized in

1956 when he received from the Exchange Club of Beaumont its Golden Deeds Award, the city's highest honor for one of its citizens. This year he was named head of Beaumont's Citizens Committee of 100, on a master city plan for Beaumont.

Mr. Nelson is an elder in the Westminster Presbyterian Church of Beaumont. He is a director of The First National Bank of Beaumont and of the Beaumont Savings and Loan Association. He is a member of the Advisory Board of Texas Fund, Inc. and a director of Tennessee Gas Transmission Company, both of Houston.

Mr. and Mrs. Nelson, and their daughter, Mrs. B. A. Steinhagen, are planning to leave Beaumont on Friday, November 21, for Philadelphia.

Other Williamson alumni working for the Company are George R. Fulton, executive vice president in charge of Texas operations; J. A. Reich, production manager; both of Beaumont; R. J. Robertson, production superintendent; J. R. Murphy, industrial relations supervisor; C. A. Ibach, efficiency engineer at Louisiana Station, all of Baton Rouge; J. H. Derr, test supervisor at the new Roy S. Nelson Station and G. F. Brill, test supervisor at Riverside Station, both of Lake Charles, and William Spence, system operator in Beaumont.

STOCKHOLDERS ADOPT TEXAS ACT WHICH PERMITS FLEXIBILITY IN FINANCING

In a special meeting in Beaumont, November 3, Company Stockholders voted to adopt the Texas Business Corporation Act which was enacted in 1955 by the Texas Legislature.

The immediate adoption of this Act, which would not have normally become applicable to the Company until September, 1960, was considered advisable to allow maximum flexibility in taking the necessary corporate action to finance our continuing electric service load growth.

Modernizing the Texas corporate laws, this Act provides for many corporate practices and provides methods for many corporate actions not covered by previous laws.

Some of the corporate actions now available to the Company after adopting the Act and certain amendments to its Articles of Incorporation are:

(1) Authorization to issue a set amount of Common Stock, at par value, to meet the cash requirements of the Company at times when the market for securities is attractive and without the delay and expense of calling special stockholders meetings;

(2) The issuance of Preferred Stock in series—which series may vary only as to dividend rate, provisions for redemption and liquidation, sinking fund provisions and conversion features—upon designation by the Board of Directors of our Company, again without the necessity of special stockholders meetings;

(3) Restating the Articles of Incorporation of our Company to consolidate into a single, complete document the many amendments which have been in effect since the organization of the Company in 1925; and

(4) To extend the duration of our Company's corporate existence from a term of 50 years, to expire in 1975, to a perpetual duration.

Our Company has no definite plans for the issuance or sale of any of the unissued shares, but does anticipate that the growth of its business and capital requirements will demand that additional shares of Common and Preferred Stock will be sold from time to time to satisfy these capital requirements and maintain satisfactory capital ratios.

SUNDAY ARTISTS



Neill Carpenter

Company people display talents . . .

LOTS of folks have an interest in art or drawing. As children, most of us scrawled pictures of "Mommy and Daddy" on either paper or the nearest flat surface with our crayons. Adults who are artists today are those who never lost their interest in drawing as compared to those of us who found other things that seemed more interesting to us.

We call the people who hold down a regular job with the Company and use their art as a hobby, "Sunday Artists". Some of them, like Winston Churchill and President Eisenhower—two famous part-time painters—use art as a means of relaxation. Others take their art more seriously: their positions with the Company may involve art in one form or another, or they may take night courses in art and enter their pictures in various art shows in our service area.

In Lake Charles, Neill Carpenter, industrial engineer, has a variety of hobbies, including collecting guns (*Plain Talks*, September, 1958) and painting.

"I took up painting after the war,"

he says. "To fill the blank walls in the house." Neill does art that is primarily realistic, preferring the actual drawing of a scene or a person to an abstraction.

Herschel Matthews, Advertising Department in Beaumont, does both realistic and abstract paintings. In order to avoid answering innumerable questions about some of his more abstract paintings, he has taken to writing a lengthy explanation and attaches one to each of the paintings in question. It saves time and breath.

Charlotte LeVois, also of the Beaumont Advertising Department, works as a commercial artist. But for a sideline she does serious portraits on commission. Many Gulf Staters in Beaumont are "standing in line" for a portrait by Charlotte. Her father is Henry LeVois, newly appointed manager of the Navasota Division.

Zona Ransom, in the Beaumont Billing Department, prefers paintings of flowers, and she has done some nice ones on her weekends, as well as scenery. Her paintings convey a sense

of peace and quiet and order to the observer.

Another nature-painter is Joe De-Jean, in the Beaumont Advertising Department. Although he never had a course in art (like most of those here), Joe has painted some pictures of wildlife and flowers.

Walter K. Haynie, Jr., at Neches Station in Beaumont, suffered an unfortunate loss when many of his fine paintings were destroyed in a recent fire (before we could get a picture of them). Kenneth has had many of his scratchboard drawings of animals printed in various Texas publications, but he also does paintings, some of them representing his fellow employees at their duties in the power plant.

Herschel Campbell, of the Beaumont Advertising Department, is another commercial artist but his weekend painting is strictly for relaxation. A sportsman, Herschel likes to do paintings of ducks and geese rising from chilly marshland waters in the early morning hours.



Herschel Matthews

In the Baton Rouge Gas Department, George J. Simoneaux does a different kind of art, but art just the same. He's an artist-craftsman, working with metal and stone to create fine jewelry, as well as doing wood sculpture. Recently featured in a Sunday supplement of the Baton Rouge Morning Advocate, George has acquired a reputation as one of the "most creative artist-craftsmen in the South."

To all of these "Sunday Artists," their art is both a hobby and a creative endeavor. Art is art, whether it be wood-working, model-building or painting. It's fortunate that there are so many of these weekend artists, because they create pictures and sculptures that please our senses and help emphasize the less material but equally important phases of our lives.

Charlotte LeVois with portrait of Nelle Wilkins, Beaumont Sales Department.



George J. Simoneaux and handiwork



Herschel Campbell and Zona Ransom

Walter K.
Haynie, Jr.



Joe DeJean



CHICKEN AND EGG MAN



Posed in the egg above are Mr. and Mrs. Edgar Montgomery and Roy Louviere, commercial sales representative in Lake Charles.

Below is the electric setter which keeps 65,000 eggs at an even 90 degrees. Electric motor also rotates eggs from one side to another. Eggs stay here 18 days.

If you were to ask Edgar Montgomery, genial proprietor of Montgomery's Farm and Hatchery in Lake Charles, that age-old poser "Which came first, the chicken or the egg?" he'd probably smile and come back with "Where do you mean: on earth or at my place?"

Mr. Montgomery, without doubt one of the area's foremost chicken and egg men, started from scratch after World War II. At that time he was a service station owner, but he had dreamed of the chicken business since boyhood.

"I started here with an investment of \$4,000 in 1946," he said, "and just kept putting money back into the business. We had that little building to start with," he pointed to a 20 foot square shop, "now we're spread all over the lot."



"All over the lot" is an accurate expression. Mr. Montgomery has a business showroom in front, a huge hatcher-setter room, cooling rooms, cleaning areas, a de-beaking section, special areas for chicks, broilers and full grown chickens, a vast feed store-room and three large areas for the layers, broilers and commercial chickens respectively.

When asked which end of the business—chicken or egg—is more important he said, "Neither. Believe it or not it's chickenfeed."

Roy Louviere, commercial sales representative in Lake Charles, was startled. "Chickenfeed?" he asked. "You mean business isn't good?"

"No, Roy," Mr. Montgomery laughed. "I meant that literally. Our bulk feed business is as important as the com-



From the setter, eggs are taken to hatcher for three-day stay. Electricity operates the hatcher, too. In fact, Reddy is on the job 24 hours a day, 365 days a year.

mercial sale of chicken and eggs." To handle their growing chicken feed business, Mr. and Mrs. Montgomery have a unique system.

They sell large metal feed storage bins, shaped somewhat like a funnel with a removable lid. A specially built truck, equipped with a power-operated dispenser (which resembles the water tower spouts used by the railroad industry to add water to their engines) is used to replenish the bins with bulk feed as requested by the customer. The three chief ingredients—oats, corn and milo—are each stored in three huge separate storage bins at the hatchery. Each towering bin is capable of holding 23 tons. Electric motors operate long "augurs" which scoop up the ingredients in the proper amounts and transport them via long enclosed troughs to a vertical mixer, which can prepare 3,000 pounds of chicken feed. From here the feed is sacked for shipment. Electric motors also operate the huge mixer.

Reddy Works Here, Too

Reddy Kilowatt, in fact, is very much in evidence around the Montgomery Hatchery. He runs the motors which prepare the bulk feed. He keeps 130,000 eggs—in each of the two hatcher-setters at exactly the right temperature—99° F.—until hatching takes place. An electric de-beaker machine nips off the chick's little bills. Reddy operates an ingenious egg-washing machine. He keeps eggs cool in the cooler. Electric fans are all over the hatchery, some to keep the four employees comfortable; others to cool off chicks.

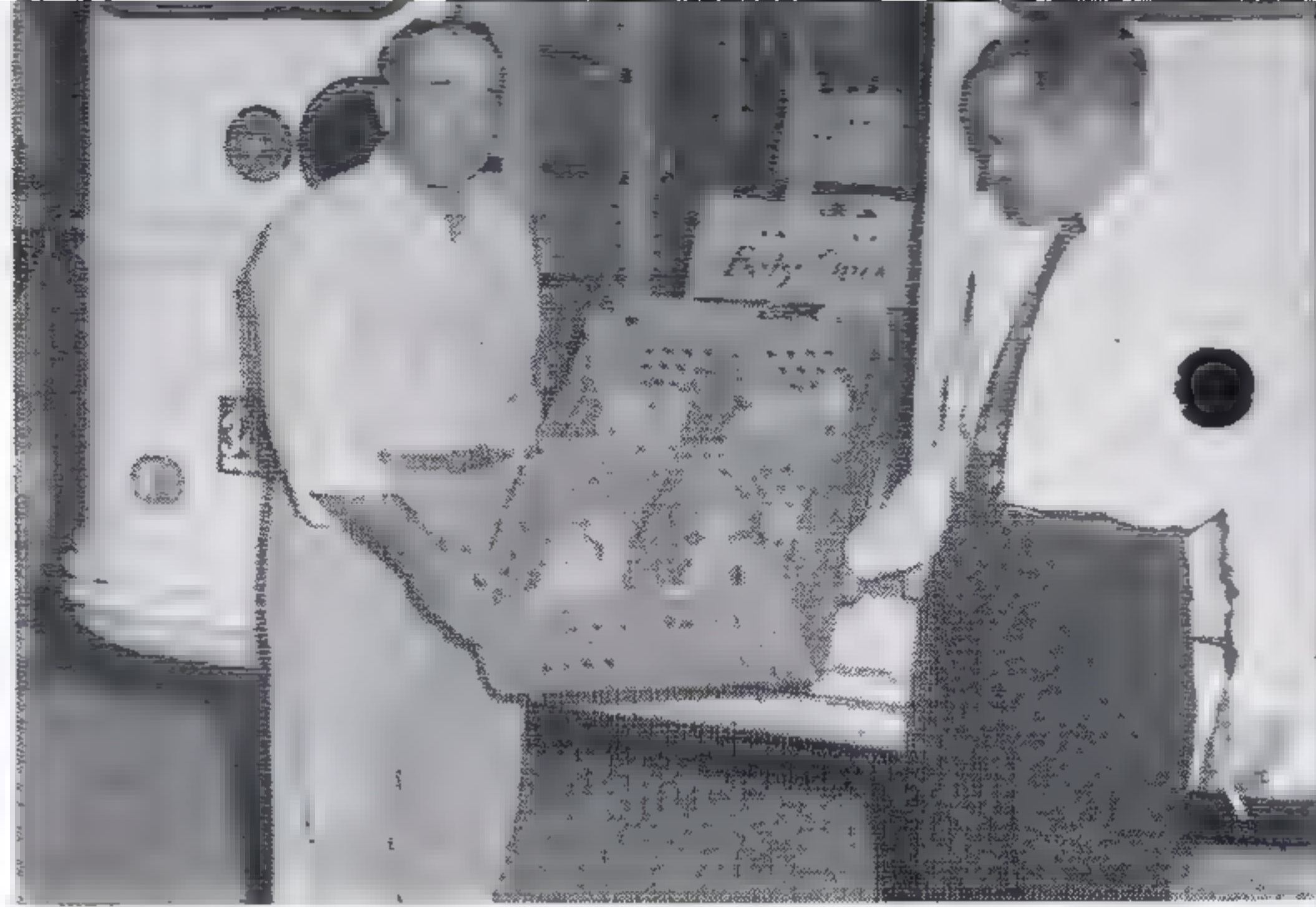
Mr. Montgomery pays tribute to ver-

satile Reddy as a slick hand with chicks. "Electricity keeps this place humming. I remember last year when Hurricane Audrey had us powerless. I saw a big Gulf States line truck down the road and hopped into my truck to go tell them my story. I didn't ask for help at once; just told them my business and how much we depended on their service. They came down as soon as they had finished and fixed us up.

"We really enjoy good service and we appreciate it," he said.

Mrs. Montgomery, who, according to her husband, works as long and hard as any of the men, chimed in and said, "Our house is nearly as electrical as the hatchery and our bills there have been reasonable. We've always considered electricity indispensable and inexpensive."

Outside, the hatchery's larger truck pulled away, headed for Alexandria, Louisiana.



Ready for shipment. Each box holds 100 carefully selected female chicks. Large truck delivers 7,700 biddies as far away as Arkansas. Several days are required to fill order this large.

"How many chicks are in that shipment?" Mr. Louviere asked.

"That's 7,700 chicks, 100 to a box. And every one's a female," Mr. Montgomery mused.

"All girls?" Mr. Louviere was startled again.

"Sure," Mr. Montgomery grinned. "Chickens are just like us humans—they know who's important in this world. Pullets are worth 55¢ each and cockerels 2¢. In fact, sometimes, I can't even give the little fellows away."

That's a dangerous trend, men. Maybe our industry should resolve to help the world's remaining roosters. How? By discontinuing the manufacture of electric clocks. Then at least the feathered failures could wake up the world. As it is, the old red rooster hasn't got much to crow about.

That is, unless he happens to live on Montgomery's Farm & Hatchery, where the girls outnumber the boys about 1,000 to one.

Special feed truck delivers bulk feed to customers on request. Electricity operates dispenser which can be swung into place to fill specially constructed bins.



CONSTRUCTION CONTINUES ON ALL FRONTS TO DELIVER KILOWATTS TO CUSTOMERS

"Sure was glad to see that recession," a resident of our service area was overheard to say recently.

But he wasn't talking national economy. He was referring to the receding flood waters following the wave of torrential rains which caused flooding streets and damaged homes in many parts of the system last month.

As for 1958's business recession, it caused concern in our Company and others in the area, certainly, but not on the scale experienced by other sections of the country.

For instance, since the first of the year as of July 31:

- Over 4,000 customers have been added to our lines.
- Average home use of our service has increased from 2,922 kilowatt hours to 3,142 kilowatt hours.

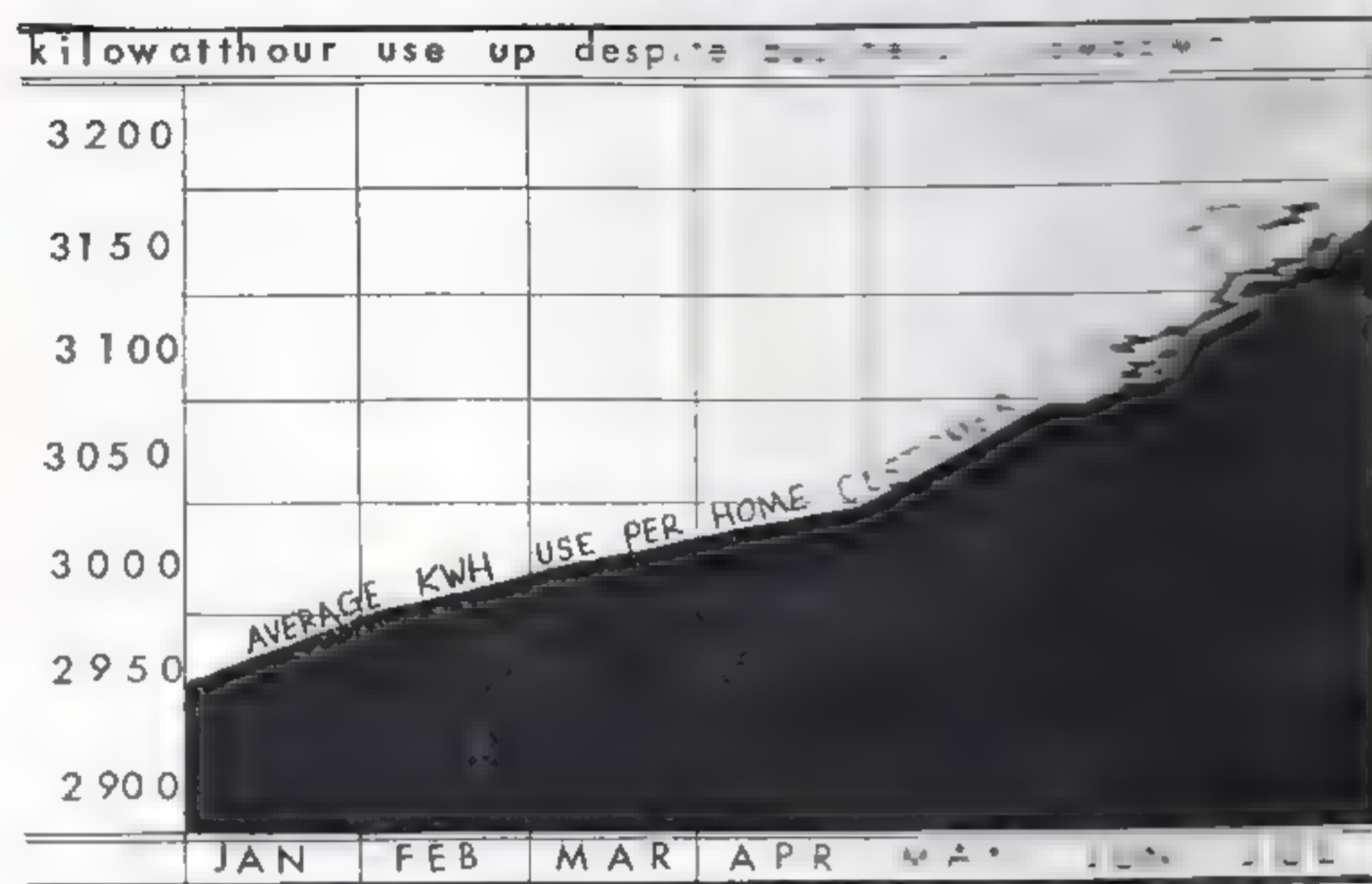
In addition, the peak load this summer reached 873,000 kilowatts, a 13½ per cent increase over last year's 777,000 kilowatts.

Our construction program, slowed on some fronts, notably production, by non-company labor problems, moved steadily ahead to improve existing service and add to our facilities in preparation for anticipated stepped up load demands in the years ahead.

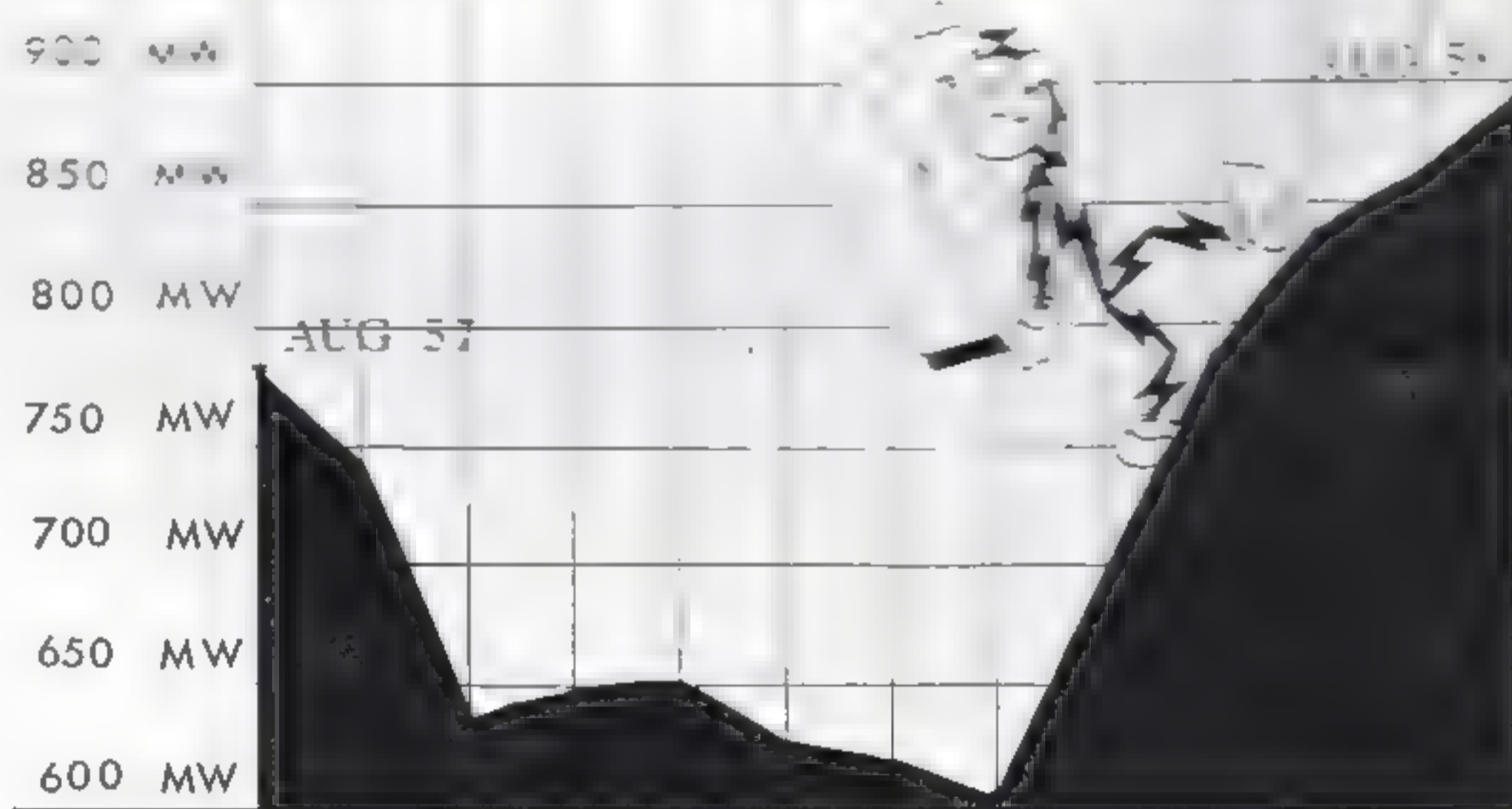
Since the year began, our Operating Department has:

- (1) Added 10 "bulk" substations. (These large stations are like power warehouses. They handle power in massive amounts as they receive it from our generating stations. Feeder lines from these bulk stations deliver kilowatts to smaller substations which step power down to proper voltage for use in commercial and residential areas.)
- (2) Put in service 24 distribution substations.
- (3) Installed 143 oil circuit breakers.
- (4) Put in service 39 large power transformers, including two large 60/80 future 100 mva transformers.
- (5) Added or converted more than 150 pole miles of lines.

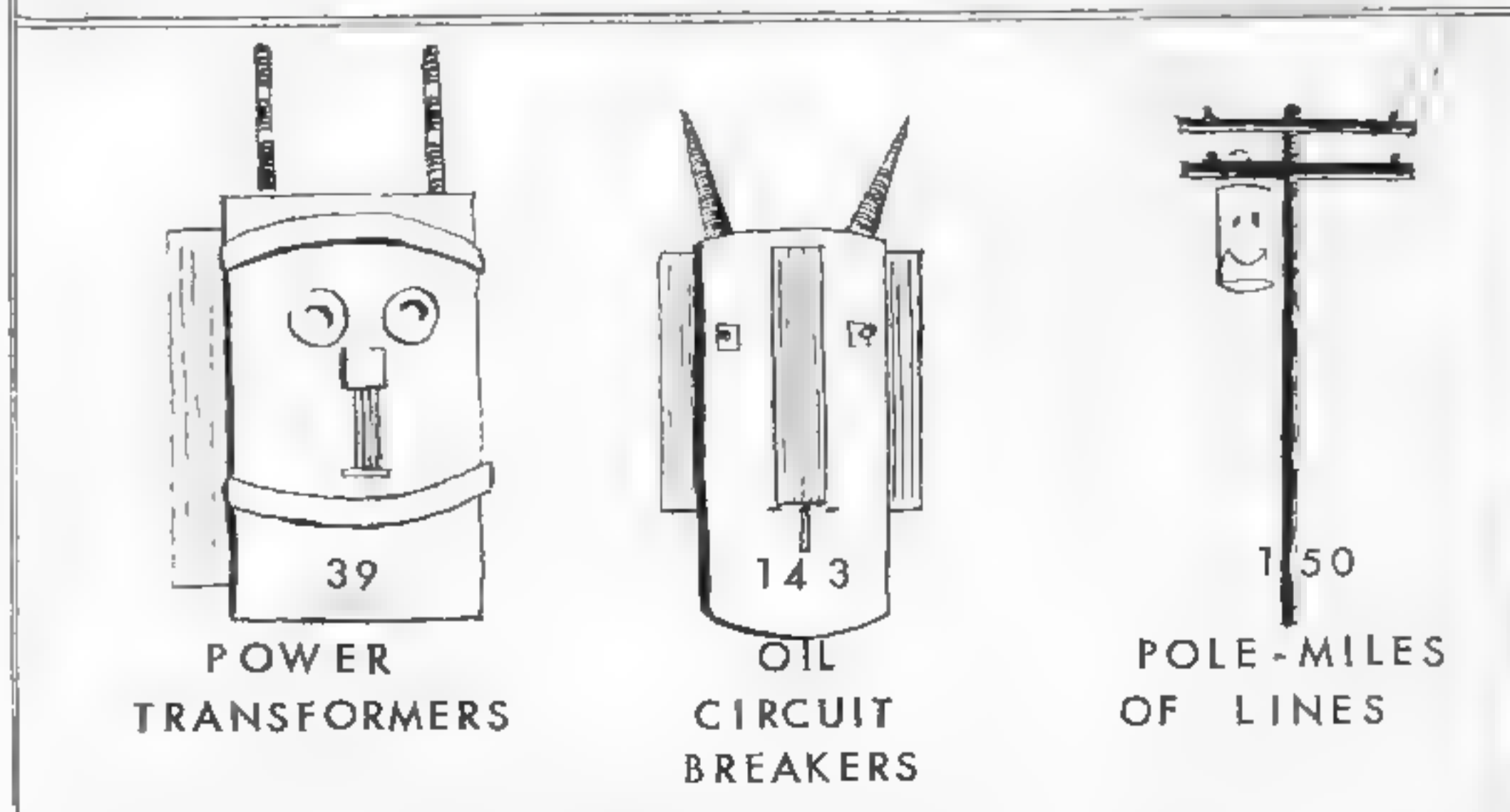
For every major installation completed, a substantial number of transformers and capacitors go on our lines to deliver power "on time and enough" to help over 915,000 folks in our service area "live better electrically."

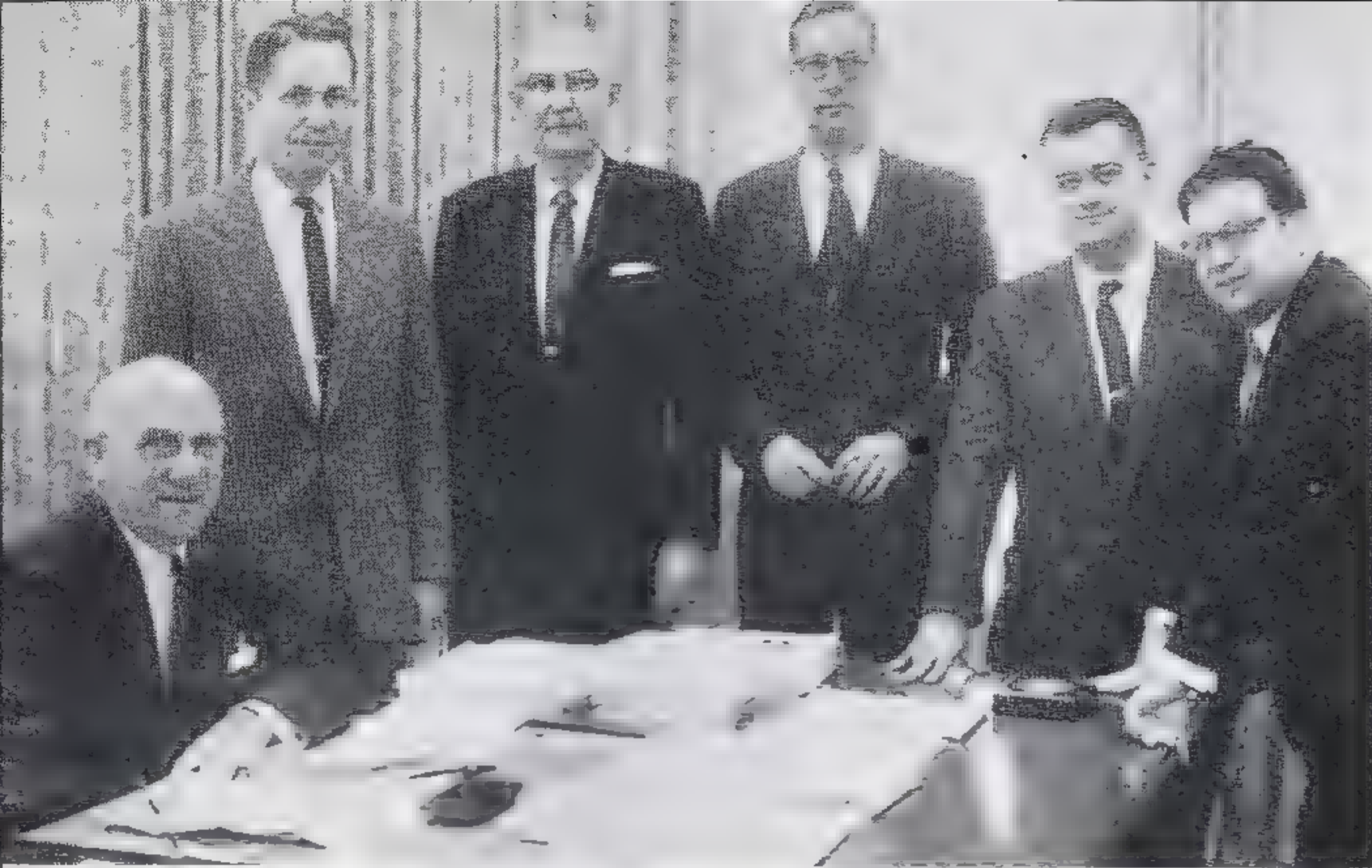


peak load climbs 13% over 1957



additions to plant for 1958 (first seven months)





MORE PRODUCTION POSSIBLE THROUGH USE OF ELECTRICITY

200 AREA INDUSTRIALISTS
ATTEND POWER SEMINAR
SPONSORED BY GE-GSU

Most folks recognize the word "Automation" but experience has proven that they don't understand the full meaning of the word and what it means to us in our everyday lives.

In order to "fill in" a lot of blanks and to straighten out a few misconceptions about automation, our Company recently co-sponsored with General Electric Company, an Industrial Productivity Seminar, held in Beaumont, for the benefit of some 200 industrial leaders from southeast Texas and southwest Louisiana.

A new movie produced by GE, called "Automation and Mr. Halstead" is the story of a manufacturer who thought he was up-to-date in all of his production methods but soon found out that there was a lot in the way of using electricity to work for him that he hadn't known before.

Other speakers in the one-day seminar pointed out that within the next ten years the demand for goods will increase tremendously in accord with an increase in population, while the work force to meet those demands will increase only by a slight percentage of the total needed. And with the work week shrinking (some predict 35 hours by 1975), there is only one answer to the problem of meeting the demands: increase production by each worker by utilizing more and better power equipment.

An opening address by President Roy Nelson keyed the affair. He emphasized that our Company is constantly increasing its capacity to produce electricity in order to power the machinery that will be put into use in the next 10 to 20 years.

E. L. Robinson, vice president and sales manager, climaxed the meeting with a talk entitled "Future Power Needs." Lionel Dugas, system superintendent of industrial sales and area development, was morning chairman and W. Carl Travis, manager of General Electric's Beaumont Apparatus Sales office, was afternoon chairman.

Gathered in the office of President Nelson are some of the delegates to the TAERF conference. They are: Mr. Nelson; H. R. Hallock, executive vice president of TAERF; J. B. Thomas, president of Texas Electric Service Company, Fort Worth and president of the foundation; Dr. Donald Kerst and Dr. Marshall Rosenbluth, nuclear physicists working at General Atomic, and Dr. Frederic de Hoffmann, manager of General Atomic.

Atomic Power Group Meets - Discusses Progress

"The potentialities of the atom in the production of electric power are awesome, indeed, and the electric utilities of this country are pooling their resources to find the answers to the considerable problems which lie ahead."

So commented Roy Nelson early this month at a meeting of the board of directors of the Texas Atomic Energy Research Foundation in Beaumont. The purpose of the meeting was twofold.

First, the directors received a report from H. R. Hallock, executive vice president of TAERF, on the latest findings presented at the Second International Conference on the Peaceful Uses of Atomic Energy held recently at Geneva, Switzerland.

Secondly they discussed progress of the TAERF-General Atomic research program with top nuclear physicists Dr. Marshall Rosenbluth and Dr. Donald W. Kerst. Both physicists are engaged in research work at the John Jay Hopkins Laboratory for Pure and Applied Science, near San Diego, California, where the research and development program is being conducted.

As explained by the two scientists, the purpose of this long-range research program is to determine whether or not electricity may ultimately be produced as economically by nuclear fusion as it can from fossil fuels now

in use.

Atomic fusion creates some dandy problems. Among them, the tremendous temperatures created by the fusion process—from 100 to 400 million Fahrenheit degrees—are so high that no known metal can withstand them.

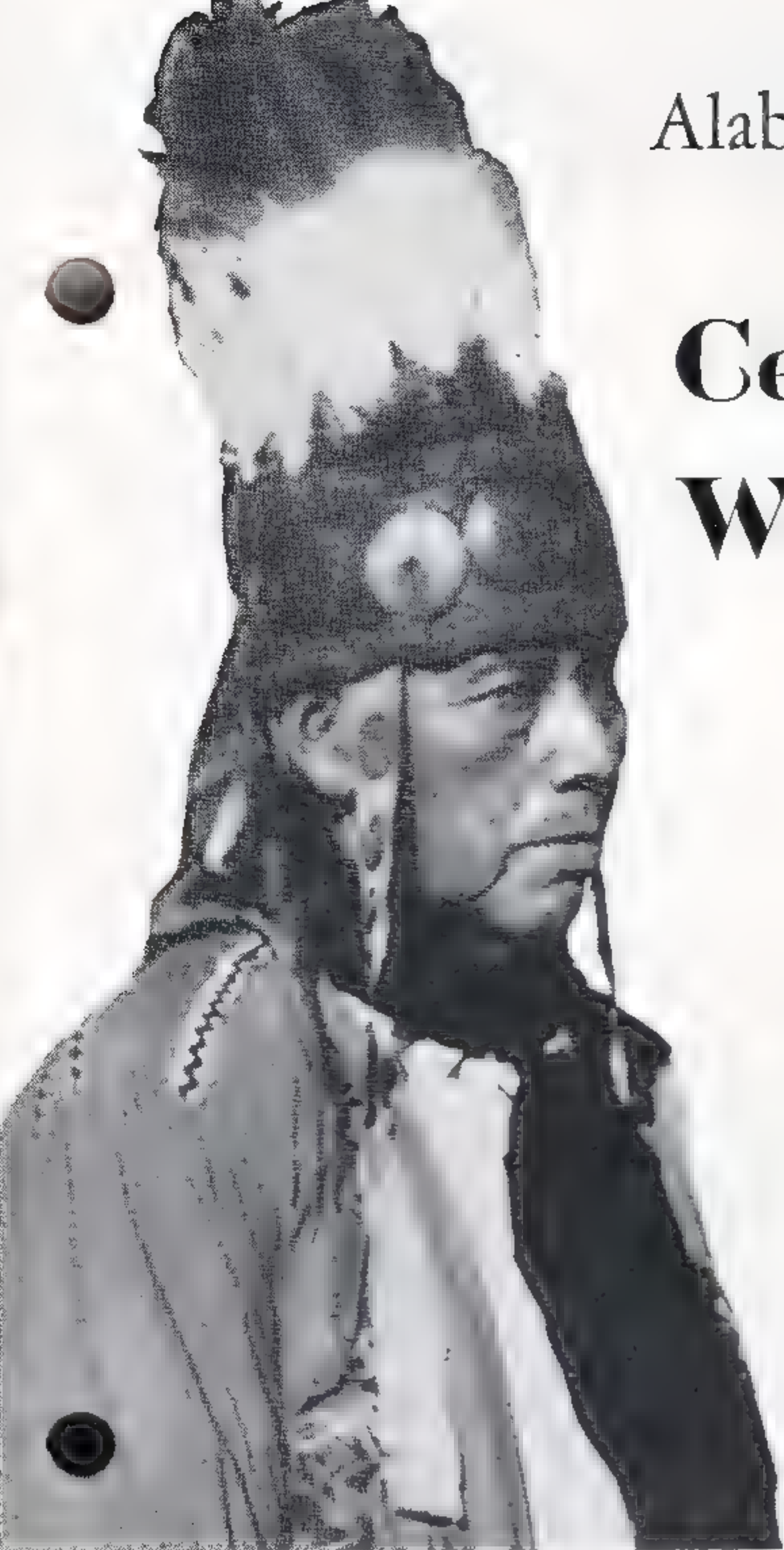
Currently the researchers are studying the possibility of controlling this heat within a magnetic field so that the heat cannot touch the sides of the container. Of course, working with magnetic fields is a field in itself.

Mr. Nelson summed up the conference in this way: "While low-cost electric power from the atom is not just around the corner (at present, about 10 times more expensive than fossil fuels), we in the electric utility industry consider it our responsibility to help in the research and developments which could lead the world's people to living standards as yet undreamed of; standards made possible only through continued economic production of vast quantities of electricity with the help of the atom."

In order to further the understanding of atomic energy and what it can do for us, **Plain Talks** presents a special insert section this issue devoted to the newly-leased movie "Our Friend The Atom."

Alabama-Koasati Indians

Celebrated Thanksgiving With Green Corn Dance



Most Americans think that the Thanksgiving holiday was started by the Pilgrims who gave thanks to God for a good crop their first Summer in the New World. Our ancestors even invited the Indians, who had saved them from starvation that first Winter by supplying them with corn.

Giving thanks for a good crop wasn't new to the American Indian, especially those in the South belonging to the Creek Nation. These tribes have had a harvest celebration as far back as their history can be traced.

Our Company serves members of the two tribes in our service area which were part of the Creek Nation—the Alabamas and Koasati (Coushatta). Their ancestors danced the "Green

Corn Dance" each year in late July or August.

The two tribes originally lived in Tennessee, but were forced westward by the white man. The Alabamas now live on a reservation 14 miles west of Woodville, Texas, and the Koasatis live near Kinder, Louisiana.

The Indians call their Thanksgiving celebration a busk—from the Creek word *puskita*, which means a fast. It marks the beginning of a new year. It is a time of amnesty and forgiveness and rejoicing over the successful harvest.

Today the Alabamas and Koasatis have more than 100 members. The past year they have been busy with the harvest and preparing for the Green Corn Dance.

The new policy of the Texas Government is designed to help them help themselves. They can sell timber on their land, oil and gas leases are out for bids, they have their own tribal council governing body, provisions are being made for a better education for the children and houses are being enlarged and repaired.

Walter Broemer, superintendent of the Texas reservation, sums it up: "The people here want to learn. They want to manage their own affairs and educate their children so they can compete with the rest of the country, thereby raising their living standards."

"The Governor of the State is no longer merely a passive official and legislation is inspired by means of appropriations that encourage the people to become educated, self-sufficient, and financially secure within their own state and regions of the complete freedom and independence enjoyed by other Texans."

Chief Cooper Sylestine



Here are five members of the nine-man Tribal Council. Left to right are: Ben Battise, treasurer; Ceaser Battise; Clem Sylestine, secretary; Ramsey Battise and Fulton Battise, second chief. Not shown are Cooper Sylestine, chief; Matthew Bullock, chairman; Phillip Thompson and Martin Sylestine. The two chiefs are honorary members and the other seven were elected by the tribe last year.

R. B. "Bob" Cruise Dies; Browning And Verret Retire



R. B. Cruise

Funeral services were held October 28 for R. B. "Bob" Cruise, supervisor of land rights in Beaumont, who died of a heart ailment, October 26, after 31 years at Gulf States. Mr. Cruise had been ill for two days previous to his fatal attack.

Active in civic affairs during his 31 years in Beaumont, Mr. Cruise was a member of the Chamber of Commerce, Young Men's Business League, the Exchange Club and the Red Cross. He was a member of St. Stephen's Episcopal Church, and a lay reader there.

Born in 1898 in New London, Connecticut, Mr. Cruise attended Norwich University, Northfield, Vermont, and joined the United States Army in 1919. After his return from military duty, he received his degree in electrical engineering from Brown University, Providence, Rhode Island, in 1923. He began his utility career for the Connecticut Power Company by designing and constructing street lighting and electric circuits, during his summer vacations.

In 1923, Mr. Cruise joined Stone & Webster as a statistician and in 1924 went to the Columbus (Ga.) Electric and Power Company. He came to Beaumont with our Company in 1927

as an engineer. In 1932 he was promoted to office engineer and in 1948 to night-day engineer. In 1956, Mr. Cruise became supervisor of land rights.

He was a member of Post 33 of the American Legion and had served as post commander for several years. He also was a member of the Texas State Guard.

Mr. Cruise is survived by his wife, Mrs. Helen Cruise; one daughter, Mrs. Carolyn Stamper of Port Arthur; one grandson; three brothers, Edward Cruise of Chatham, N. J., Elliott Cruise of West Orange, N. J., and Donald Cruise of New London; and one sister, Mrs. Alice Green of New London.



Antoine J. Verret

Antoine J. Verret, Lake Charles T & D Department, was retired November 1 after 39 years of service with the Company.

Born in New Iberia, Louisiana, Mr. Verret joined the Stone & Webster Engineering Corporation in 1919 and was located in Lake Charles. He held various jobs in the T & D Department until the time of his retirement.



A. V. Browning

Archie V. Browning, serviceman in Baton Rouge T & D Department, was retired on November 1 after 36 years with the Company in Baton Rouge.

Born in 1900 in Comite, Louisiana, Mr. Browning started as a groundman with the Baton Rouge Electric Company in 1922. He has worked in various positions with the Service-T & D Department since that time.

Quotation from Theodore Roosevelt over 50 years ago

"The things that will destroy America," he wrote, "are prosperity-at-any-price, peace-at-any-price, safety-first instead of duty-first, the love of soft living and the get-rich-quick theory of life."

From Reader's Digest, October, 1958

Utility rights-of-way rarely affect adjacent property values. And they don't blight a community's growth. But so few people believe this that utilities must often pay "damages" where no damage exists. At least a dozen utilities have compiled solid proof—saving both dollars and good will in their right-of-way transactions.



What Others Are Saying

"Your Money"

The Portland Oregonian prints a letter from a reader which offers an interesting suggestion. He proposes that we stop the "silly practice" of referring to the financing of projects with "government money" or "Federal funds" as though it was manna from heaven.

Instead, he thinks, we should start calling such financing by its right name—that is "your money" or "taxpayers' funds."

There is a world of merit in this idea. A great many people, apparently, don't relate "Federal funds" or "government money" to the state of their own pocketbooks.

They don't realize that every cent must be paid one way or another by the taxpayers of today and of generations to come. And that term "taxpayers" includes everyone in the country. Even people in so low an income bracket that they pay no *direct* taxes must pay *hidden* taxes every time they buy an article or a service.

The widespread use of such a term as "your money" would be a tremendous help in correcting this sad situation. We'd think twice if we really understood that we must pay a part of the cost of everything government does—whereas now we only think once or don't think at all.

At any rate, keep it in mind next time you read about government spending. It's "your money"—billions upon billions of it, collected in taxes.

—Pointe Coupee Banner
New Roads, Louisiana

Seaton Explodes Some Myths

In a fighting speech, Secretary of Interior Seaton made these points in an address before the Nebraska Reclamation Association, Hastings, on October 23:

"The only pocket Uncle Sam has is yours. All he can do is take tax money away from you and then on occasion give—or loan—some of it back."

"The Hells Canyon Federal dam was and is the reclamation fraud of the twentieth century. Not one single acre of irrigated land was ever directly involved in the proposal."

Concerning former President Harry Truman's charges against teamwork in the Northwest:

"It was his policy, not ours, of all federal dams or no dams . . . which in 1952 caused power shortages and production and payroll cuts in the Pacific Northwest and made businessmen skittish about building new plants."

Concerning charges by Clyde Ellis of a "master plan" to destroy REA:

"Nothing is further from the truth . . . He singled out as particularly sinister the fact that last year REA rates were raised in the Southwest. While private utility rates there remained unchanged. He forgot to mention, however, that it was a Democratically controlled committee of Congress back in 1952 which enunciated the principles upon which the new rates are based."

TVA—Atom-Age Behemoth

TVA, a lavishly praised and roundly damned New Deal baby, is moving into its second quarter century—a lavishly praised and roundly damned atom-age behemoth. Otherwise, the behemoth bears little resemblance to the baby.

In another power hassle, TVA is at sword's points with a wholesale customer, Memphis, over rates. Municipal utility officials claim TVA put an 'exorbitant' 28 percent increase on its rates as a 'retaliatory' measure after the city decided to build its own electric generating plant. When a second generator goes into operation at the Memphis plant early next year, the city will no longer be dependent on TVA power.

—The Wall Street Journal

Comment

"There is Social Security, and there are high taxes on swollen incomes; there is a TVA, pointing the way to government ownership—which is 'creeping socialism' . . ."

—Upton Sinclair, socialist crusader of the 20's



IMPATIENCE



THE POWERMAN

By JACK STENGLER

Number four in a series of articles on the people who make up your Company.

WHAT'S behind the electric switches in the 28,000 square miles of Louisiana and Texas served by our Company?

In addition to 11,951 miles of power lines, 100 substations, numerous service centers, local offices and huge quantities of other equipment, we have three generating stations now operating, capable of supplying our customers with 955,000 kilowatts of electricity. We have two new stations now being constructed—Roy S. Nelson Station at Lake Charles and Willow Glen near Baton Rouge—which will add to this capacity in the near future.

The capacities of our three stations on the line, individually, are; 487,000 kilowatts at Neches Station, 382,000 kilowatts at Louisiana Station and 86,000 kilowatts at Riverside Station.

Comparing one generator to the Mayflower, we find the Pilgrim's ship lighter by 24 tons. The

wooden-hull craft weighed only 18 tons sailing wet.

Even with all their bulk, these modern machines compare favorably with a finely made watch in precision of parts. Manufacturers are limited to 1/10,000 of an inch tolerance in making parts and the rotor must be perfectly balanced to its own weight - 75,000 pounds - and run at speeds of 9,000 revolutions per minute.

The men of the Engineering Department know that maintaining a constant flow of power is their main job.

Each station begins with the station operator, who assigns each station a certain percentage of the total system load. Shares are assigned after considering the efficiency, cost of fuel and capability of each station. The ones with the less efficient machinery, highest fuel cost and smallest capability carry as small a percentage of the system load as possible.

The aria played by our interconnected stations is as harmonious as any concert music, for each generator is perfectly synchronized or in phase with every other. One out of step would work against the others and result in poor service to customers at a greater cost to our Company.

In each division an operator controls the load in his area. If more power is needed, he notifies the



System Operator and he either shifts some surplus power from another area or steps up a station not now running at full capacity.

Station Operators schedule their allotted loads to units under their control according to the ability and efficiency of each machine. To do this to advantage, they must know the "personality" of each unit under their command - No. 1 grumbles when asked to take a little more load than it's used to; No. 2 is slow to pick up and get back in the groove after a rest; No. 3 is eager, too eager sometimes, and if you don't watch it'll be 'way ahead of the others when you try to synchronize it.

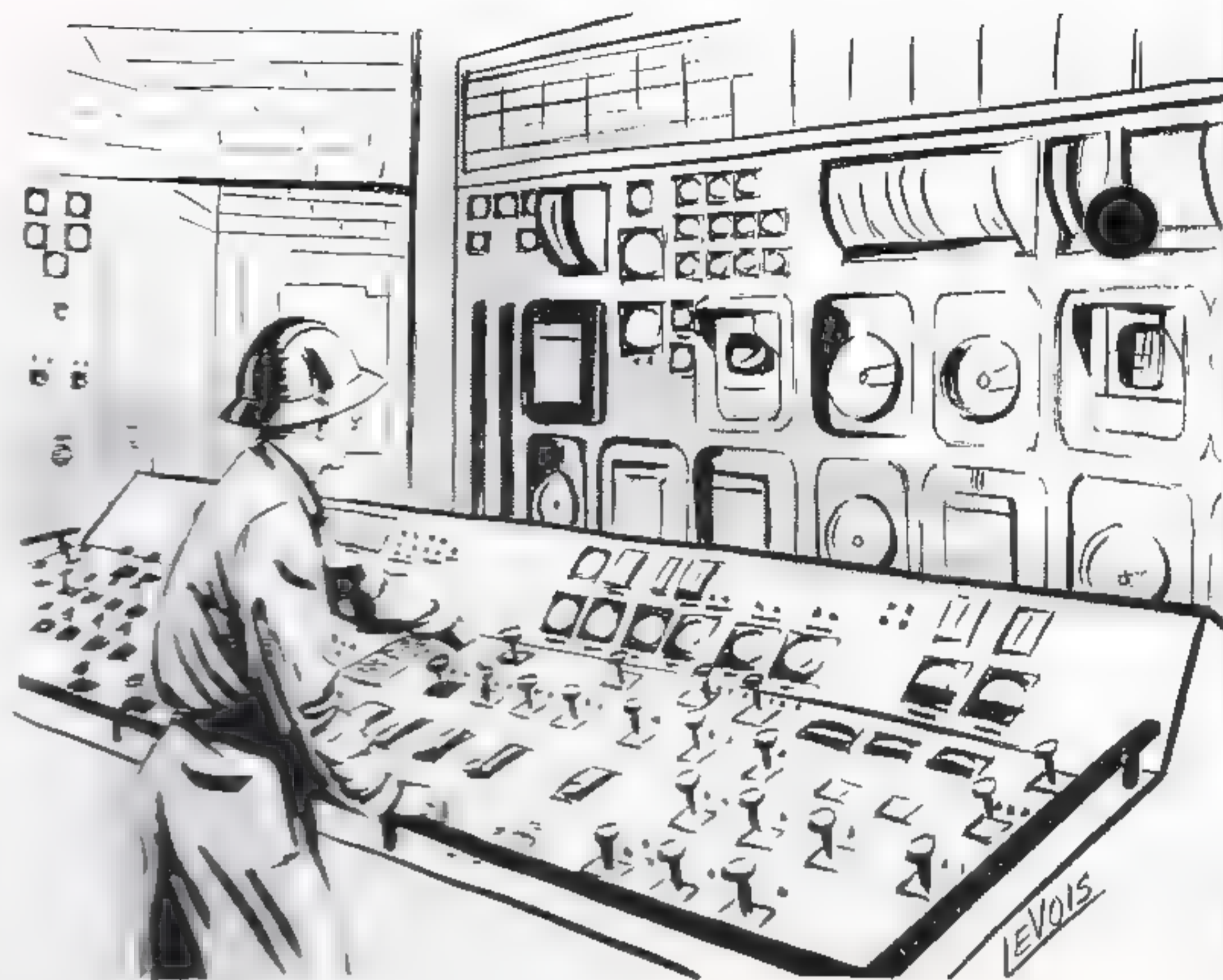
Operators know their machines and pamper them according to their individual personalities. That is, if you can call it pampering for a monster that eats 1,100,000 cubic feet of gas, drinks 820,000 pounds of water and uses 845,000 pounds of steam for energy every hour.

Each hour the operator reads the gauges, indicators, thermometers and charts that show how each unit is functioning. If a rotor or stator gets too hot, a little more water or hydrogen will help; a bearing temperature rising means more oil and a close watch for the next few hours, or maybe he knows it's just the weather that's putting a unit "off its feed."

Besides caring for the units, operators must also select and distribute power to the city and the lines in proper proportion to meet the required load of each.

In emergencies he must know the proper steps to maintain all or the most possible part of his allotted load so not to inconvenience our customers for a lengthy period.

Firemen, working closely with the operators,



regulate the boilers to generate the correct amount of steam for generators to carry their assigned loads. This steam is made by burning natural gas, or in emergencies, fuel-oil.

Vigilance is the watchword of firemen, for there is an awesome amount of heat captive inside a large boiler, and his most important duty is keeping the water level at the correct height.

Most firemen have the aid of automatic controls to aid them in carrying out their jobs, but it is important to check all controls individually, in case of malfunction, and know the operation of all boilers by hand.

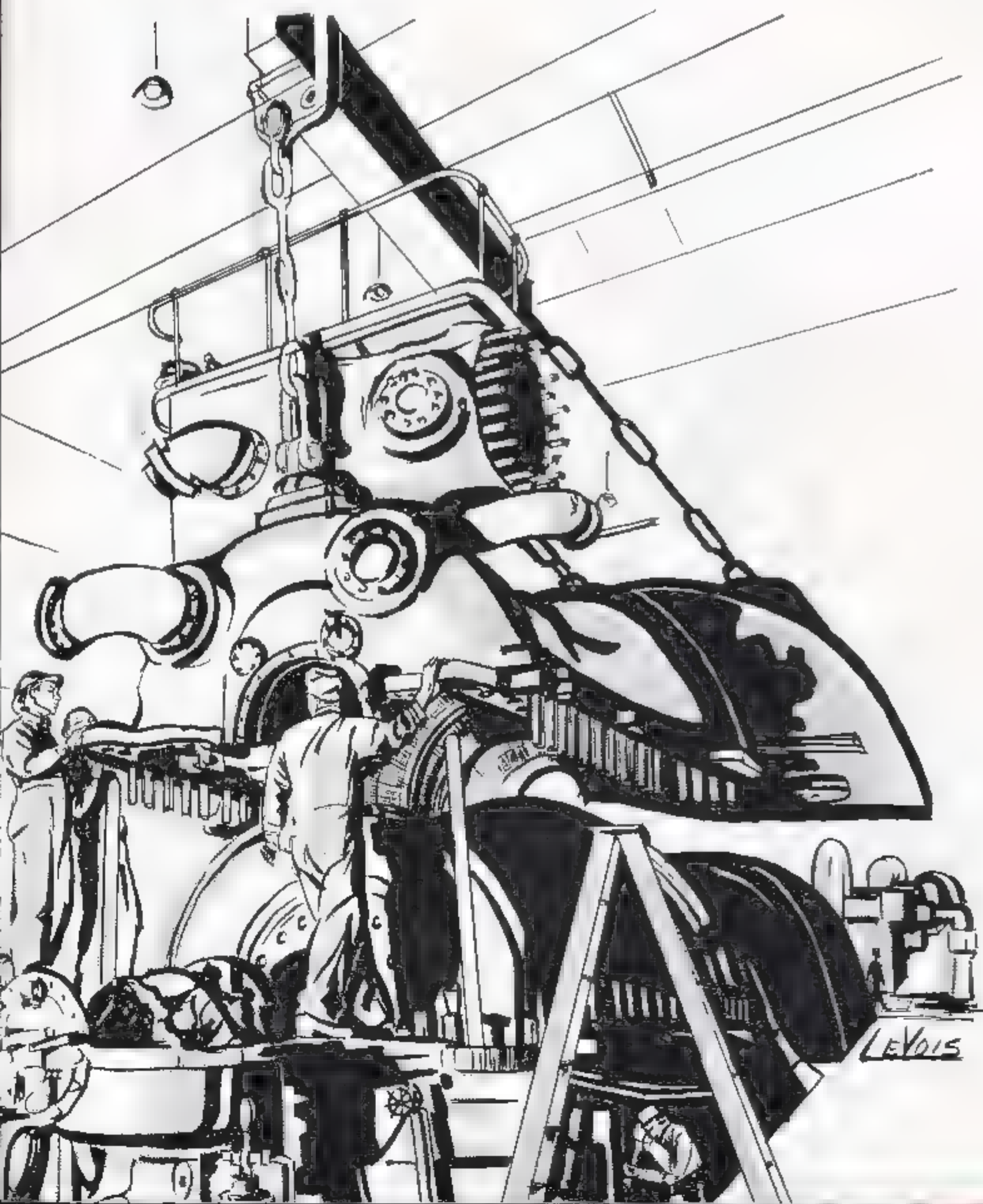
Station operators and firemen are the most closely associated with the problem of getting the right amount of power to a certain place at a given time, but backing them up are many other specialist employees in the station that play an important part in keeping our promise of "Dependable Public Service."

All these people, working in harmony, have helped our Company generate more total kilowatthours with each progressive year - 4,153,586,686 in 1957 and 3,531,906,480 through September of this year.

Cost of generating one kilowatt hour has been lowered over the years, thanks to the improved equipment and increased efficiency of Production Department's men and machines. In 1948 it required 15,400 BTU of heat to produce one kilowatt-hour net. This year it requires only 12,400 BTU.

That's quite a savings when you consider that billions of kilowatthours are produced each year.

Keeping the cost per kilowatthour produced down, so that our service will continue to be the big bargain it is today, is the year-'round objective of these important Gulf Staters - the Powermen!



40 Years



Adonis Boutte
Distribution
Port Arthur



R. W. Landers
Treasury
Beaumont



E. W. Ward
Distribution
Lake Charles

30 Years



C. D. Gayle
Distribution
Navasota



L. R. Jackson
Distribution
Beaumont



F. W. Jones
Safety
Beaumont



R. E. Morton
Distribution
Navasota

SERVICE AWARDS

Colored Division

10 Years



J. R. Banks
Treasury
Baton Rouge



Dallas Bartie
Distribution
Port Arthur



F. C. Vercher
Distribution
Beaumont



M. D. Smith
Distribution
Navasota

20 Years



C. W. Doucet
Production
Lake Charles

10 Years



Charlotte Bass
Treasury
Beaumont



L. C. Boudreaux
Distribution
Port Arthur



G. M. Covington
Treasury
Baton Rouge



B. W. Gaines
Distribution
Beaumont



G. T. Grimmett
Distribution
Lake Charles



Q. R. Hollis
Treasury
Beaumont



V. R. Norvell
Superintendent
Woodville



Mildred Osborne
Executive
Beaumont



P. E. Sanderson
Distribution
Beaumont

You Guessed It . . .

Beaumont Wins Sales Award Again

1958 SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	*Kwh Gain Stng.		RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				ELEC. HOMES			
	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.		
1. Beaumont	80	2	2597	2339	90	2	482	639	133	1	1740	1263	73	1	73	108	148	3	25	195	780	2
2. Baton Rouge	69	4	2791	2550	91	1	518	153	30	5	1870	1061	57	3	59	102	173	2	30	418	1393	1
3. Lake Charles	72	3	2081	1084	52	5	386	314	81	3	1394	878	63	2	54	42	78	5	20	117	585	3
3. Navasota	45	5	924	584	63.2	3	171	203	119	2	620	140	23	5	11	22	200	1	10	21	210	5
3. Pt. Arthur	112	1	1307	823	62.9	4	243	76	31	4	876	460	53	4	28	23	82	4	15	46	307	4
TOTAL	76		9700	7380	76		1800	1385	77		6500	3802	58		225	297	132		100	797	797	

1957 73 9 Mos. - 6246 9 Mos. - 1028 9 Mos. - 3437 9 Mos. - 147

*Monthly Kwh figures are used here but accumulated Kwh figures will be used in determining the year's winner.
Monthly Kwh figures are for previous month.

GROWING with Gulf Staters



The happy faces above belong to Becca Corine and Matt Lopez respectively. Their father is Charles Lopez, office engineer at Neches Station in Beaumont.



Meet Violet Lynn Griggs, 2½ month old daughter of Mr. and Mrs. Ray Griggs. Ray is a substation operator at Lake Charles, Louisiana.



Meet Miriam Davidson, born September 11. Her daddy is P. O. Davidson, Baton Rouge Line Department.



Suzy and Devan Tolar collaborate to celebrate Devan's fourth birthday. Suzy is two. They are the children of D. W. Tolar, Beaumont Building Maintenance.



And meet Dan Andrews, youngest son of Mr. and Mrs. R. M. Andrews (superintendent of residential sales for Baton Rouge Division) as he leaves for his first day of school. Dan is six years.

SCOOP!

As of September 30, this year our Company's average for home customers consumed per home customer averaged 3,280 kwh, which is only 20 kwh under the national average of 3300. Liberty District was high in the service area with an average of 4,196 kwh per home customer. Congratulations to all employees who helped make this new record possible. Now let's try to surpass the national average.

Here's the way to do it: (1) Constantly improve our service and efficiency; (2) Keep down lost-time accidents; (3) Encourage the use of electric appliances. By lowering the expense of producing electricity, we can hold rates down or lower them and give customers an even better bargain for their money.

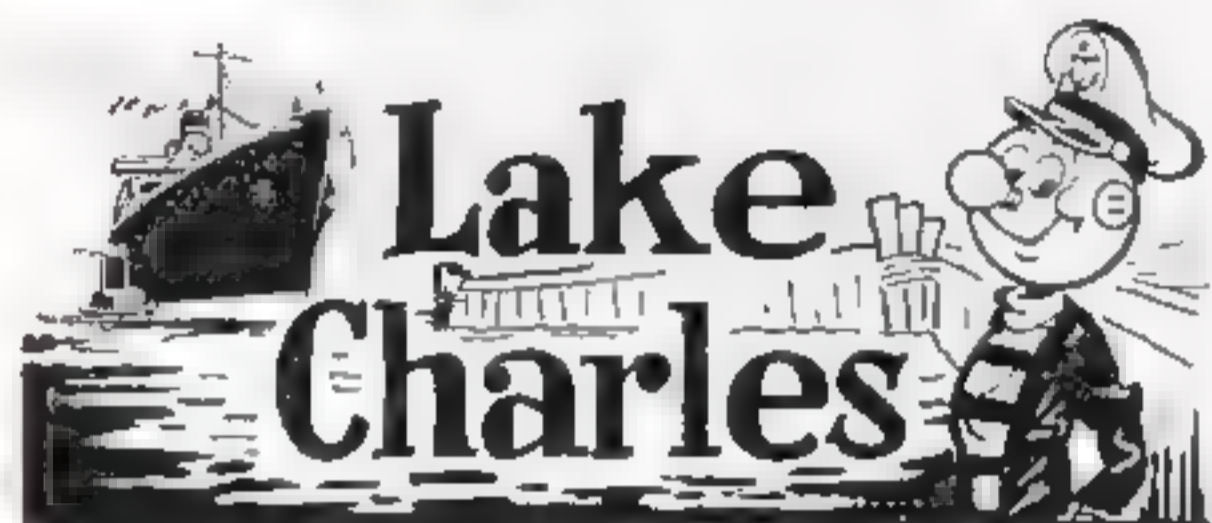
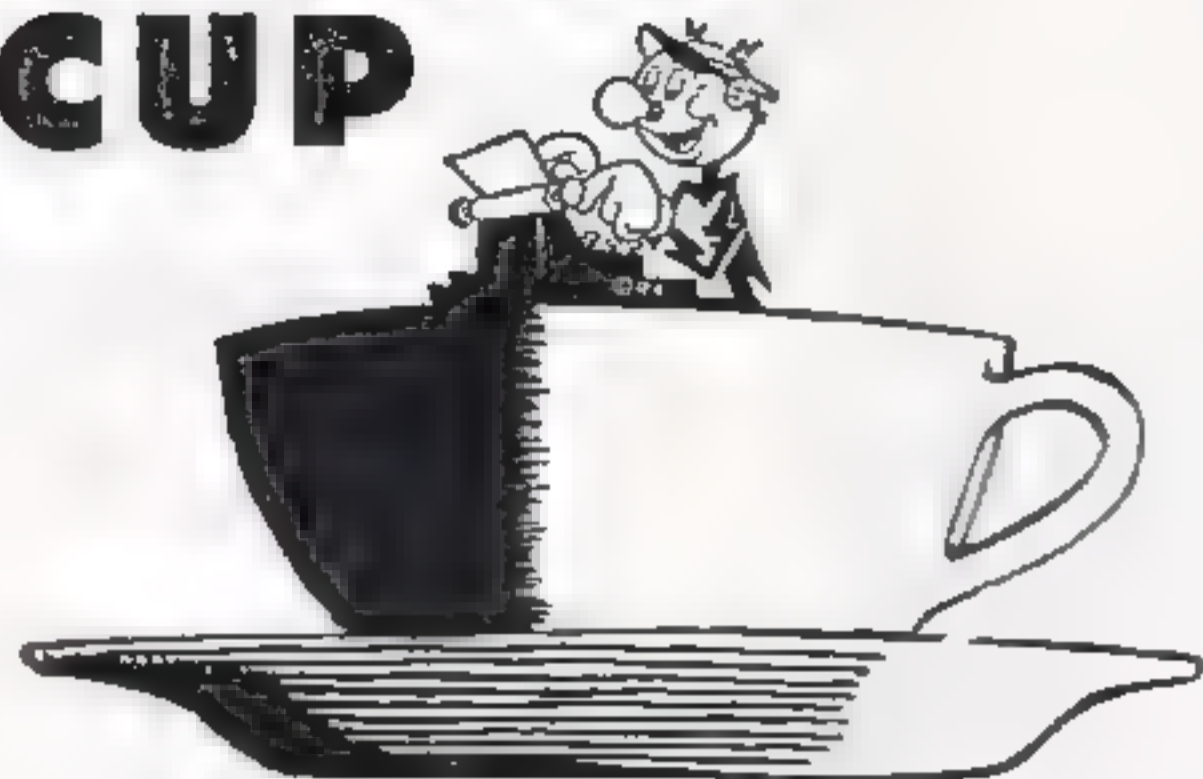
THRIFT PLAN

Purchase of Gulf States Utilities Company stock made by the Trustee during October covering employee deductions and Company contributions through September were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost Per Share
Common	788	\$38,239.20	\$48.52691
\$4.40 Preferred	124	\$11,118.37	\$89.661275

The Trustee deposited \$23,555.28 with the Savings Department of the First National Bank.

over the COFFEE CUP



JENNINGS

The Jennings Gulf Staters are happy to welcome two new members to their district.

Miss Geraldine Hayes has taken on the duties of service desk clerk and Mrs. Peggy Gros is the new secretary.

Bob Vignone, Jr. and Mrs. B. J. "Brad" McMaster on their tour to Canada and the New England states. He is district superintendent.

Amos Fontenot, meter reader, claims he has finally learned the trick to squirrel hunting. His secret is: "Take your vacation during squirrel season, and if you can't flush out any during the early morning hours, you have plenty of time to sit and wait for them."

We in the Accounting Department are seriously considering using this method to coax all the (former) Milwaukee Braves rooters out of hiding...

Arden Clark, line foreman, is devoting his vacation to leisure. He has a completely equipped home work-shop, cool weather for hunting and fishing, plus all the appliances in his home which make life easy and more enjoyable. Bet he comes back raring for work.

Take all the advertisements you hear about a new Dodge, add car air-conditioning, take a trip to New Iberia to visit friends and attend the Sugar Cane Festival, then to Houston to see a new and welcome grandchild... those were the components of the vacation just completed by Mr. and Mrs. G. W. Hall, service foreman.

—By Mary Ann Gauthier

LAFAYETTE

Cynthia LaChaussee, department clerk, and Gerry Fournet, home service advisor, are walking on Cloud 9 these days. Part of their starry-eyed glow is a reflection of the beautiful diamond engagement ring each of them wears.

Cynthia and Roger Trahan of Branch will be married on February 7 of next year, while Gerry and Lloyd Chauffe of Breaux Bridge have set the date for April 18.

Besides being a residential sales representative for GSU, Oscar Borne of Church Point, La., is a gourmet and very talented cook. "Pace", as he is called, won top honors at the International Rice Festival in Crowley, La., in the "Men's Cooking Contest". He won first prize in the Meat & Rice Division for his interpretation of 'Dona Etouffee' and rice. He also won first prize for the stuffed chicken and vegetable rice dish in the Special Division.

The stuffed chicken and vegetable rice dish was the winner of the top prize in the Special Division. Oscar Borne, who is a very talented cook, has a marvelous cook around the house.

Happy Birthday to Harold Beaugh, Cynthia LaChaussee, Leroy Boutin and Chester Farmer, who celebrate their birthdays this month.

—By Cynthia Nolan



At the annual Safety Supper held recently at the Lafayette Substation, J. R. Peckham (left), district superintendent, accepted the Safety Award for one million manhours in the Lake Charles Division without a disabling injury from C. P. Shirey, manager of safety and training, Beaumont. About 200 employees, wives and special guests attended the supper, held in early October.

L. R. Eddins, supervisor at Riverside Station in Lake Charles, is a very enjoyable man who has visited West. Points of interest were Yosemite National Park, San Francisco, Yosemite National Park, Los Angeles, Reno, Las Vegas and Grand Canyon.

G. F. Brill, test supervisor at Riverside, toured Texas on his vacation. He and his family took in the Texas State Fair at Dallas and visited Big Bend National Park.

—By Mary Ann Gauthier



Taking a trip to New York City next year? Want to know what to see and how to see it? Well, take it from Thelma Carson, home service advisor in Beaumont, the tours are the best way to see New York. Thelma is back after a wonderful trip to Nela Park, Cleveland, where she attended the Nela Park Lighting School. She went on to New York City on vacation. In four action-packed days, she saw the United Nations building, Greenwich Village, the Battery, a Broadway play, the RCA building and the famous Rockettes the Rockefeller Center and all the other main attractions on the "Great White Way." To get the most out of the scenery, Thelma advises taking the train. She said that the trip down the Hudson River, with the Palisades on one side, is unforgettable. Also, U. S. Steel's giant plant near Gary, Indiana is a remarkable sight from the train, she says. Being human—and a lady—Thelma has this advice for you womenfolk: the stores in New York are as fabulous as the city itself. Don't miss 'em!

R. A. "Dick" Landry, system lighting engineer, was guest speaker for the North Baton Rouge Lions Club last month. Topic of Mr. Landry's talk was incandescent lighting.

Ralph Spafford and family spent their vacation in Dallas. As well as visiting the fair, they saw the high school bands of the state compete for top honors.

—By Mary Schliche



Miss Nettie Webb and S/Sgt. John T. Estes were married September 27, at the Memorial Baptist Church in Beaumont. After their wedding trip to Arizona, they will make their home in Shreveport, Louisiana. Nettie was an employee of the Appliance Repair Department for 15 years.

Two party chiefs in the Beaumont Engineering-Survey section attended a Short Course in Surveying at Austin on October 7 and 8. Attending were **A. O. Barrow** and **L. P. Cammack**. The course was presented by the Texas Surveyors Association.

Talk about keeping faith with the alma mater's football team—Beaumont Accounting Department's **Scotty Wilson** takes a back seat to no one! Before the big game last month between Scotty's Texas Longhorns and the Oklahoma Sooners no one took Scotty seriously as he went around quietly offering to wager a dollar, even, on Texas. Most folks laughed and accepted, and jokingly asked why Scotty was putting their names in a little notebook. "Well, I want to know who to pay off," he smiled. Came the day of reckoning and mighty Oklahoma struck out! The following Monday Scotty again quietly made the rounds, collecting his dollar winnings from (hold your hat) no less than 33 stunned football experts!

By this time, Scotty's team may have lost a few games, but Scotty, who still attends games and sits in with the Texas Longhorn band, will still be solidly behind them. Scotty plays the clarinet, but does not march with the band between halves. He says some

of those tricky new maneuvers might throw him. They might, but odds apparently don't.

J. C. Morrison, a line foreman of the Beaumont T & D Line Department, is recuperating from a recent major operation in which Mr. Morrison's leg was amputated.

Mr. and Mrs. L. W. DeSaw and **Sherilen** have recently returned from a vacation trip to Syracuse, New York. They visited relatives and also points of interest. Mr. DeSaw is an employee of the Beaumont T & D Engineering Department.

—By *Leola Williamson*



Billy Toups, Beaumont T & D Engineering Department, recently enjoyed a fishing trip to a lake in Lake Charles. We say he enjoyed it—he must have, judging by the fish stacked in the Coke box.



IMPUNITY



When women celebrate birthdays, the talk about which year they're celebrating is pretty "light." When two women share the happy occasion, the talk is even light-er. Maybe that's why friends of **Naomi Haynes**, left, and **Dora Brockett**, both in the Production Department, Beaumont, decorated their birthday cake in the unique fashion shown. The cake was made by **Hazel Collins** and **Betty Neville** and decorations were inspired by **Charles Lopez** and **L. E. Prejean**, all of Neches Station. The "candles" are actually light bulbs, with painted faces supposed to resemble Naomi and Dora, both of whom had a birthday last month.

ORANGE

The Orange Accounting Department welcomes **Norma Moody** and **Dolores Wilson**, new employees.

Norma, her husband, who works in the City of Orange Electric Department, and their year-old son, **Mike**, will soon move to their new home in Greenway Park.

Dolores' husband is line coach at Little Cypress High School and they have an eight-months-old son, **Rusty**. They recently moved to Orange from West Virginia.

Royce Scales has reported to Fort Carson, Colorado, for basic training. Royce's wife, **Cherry**, is PBX operator in Orange.

And a "Happy Birthday" to **Cherry Scales**, **Joe Masters** and **Walter House**.

—By *Reba Willey*

SYMPATHY

PLAIN TALKS extends sympathy to **J. P. Pevoto** on the death of his mother, **Mrs. Virginia Eccles**, who died October 27.



Four new employees in Baton Rouge Accounting Department are **Ginger Regan**, **Neva Eaton**, **Nancy Hoehn** and **Brenda Stewart**. Welcome to Gulf States, girls.

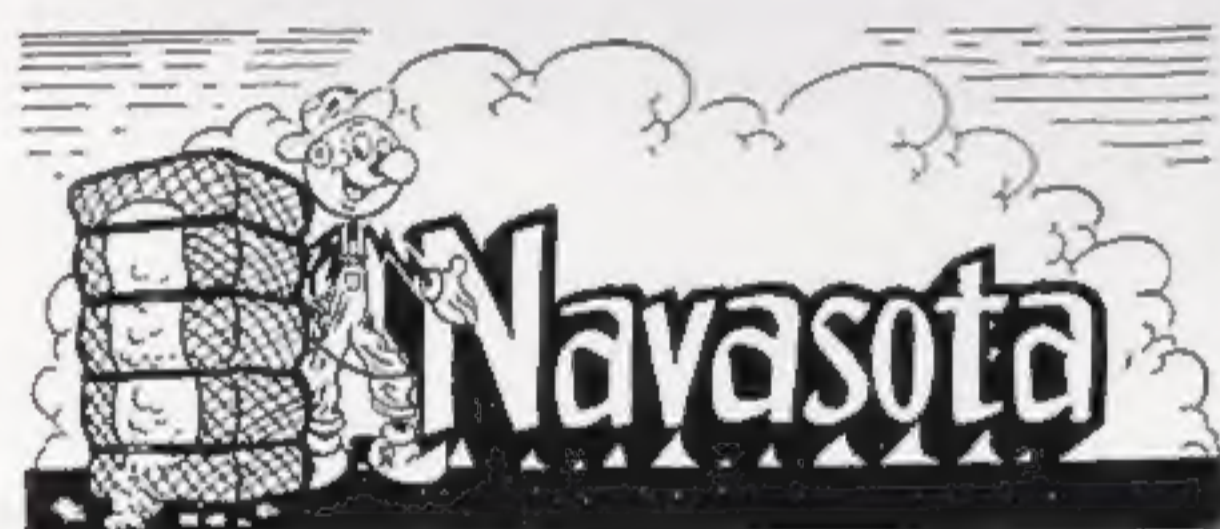
Joe S. Jones, assistant supervisor in Customer Accounting, Baton Rouge, vacationed recently in Corpus Christi, Texas. He visited his daughter and her family in their new home.

Also taking a fall vacation was **Mrs. Julie Saucier**, senior clerk in Customer Accounting. She toured Montreal and Quebec, Canada.

—By Jackie Braud

Robert D. "Bob" Stratton, repairman at Louisiana Station, retired last month. On his last day at work his fellow employees presented him with a television set, barbecue pit and a wallet, along with their best wishes for many wonderful years of retirement.

—By Marion Brown



HUNTSVILLE

Master Sergeant Max N. Williams, Jr., husband of **Mrs. Opal Williams**, Huntsville office clerk, is home on 30 day leave from the Marine Corps. Sgt. Williams has just completed 13 months duty in Japan and Formosa. He will receive his discharge in March, 1959.

Mr. and Mrs. John R. Flynt have recently moved into their new brick home located on the Trinity Highway. Mr. Flynt is a serviceman in the Huntsville office.

Mr. and Mrs. C. B. Brooks have just returned from a month's vacation. Mr. Brooks is a serviceman in Groveton.

A week-end fishing trip near Galveston was a reward for the Sales Department personnel in the Navasota District. Those attending from Huntsville were **R. T. Wright**, superintendent, **Volz Elliott**, commercial sales representative, and **Bill Burke**, residential sales representative.

—By Dorothy Stanford



Mr. and Mrs. Melvin Keller Pruitt announce the birth of a son, **Melvin, Jr.**, on September 27. Mr. Pruitt is an insulator, first class, at Neches Station.

Mr. and Mrs. J. S. Andrus announce the birth of a son, **Alan**, on September 16. The father is an operator's helper at Neches Station.

Mr. and Mrs. E. L. Matthews announce the birth of a son, **Edward Lee**, on September 18. Mr. Matthews is a test technician at Neches Station.

Mr. and Mrs. Guy Van Cleve, Jr., announce the birth of a daughter, **Kelli Van**, on October 3. Guy is a mechanic's helper at Neches Station.

Mr. and Mrs. Omar K. Cassidy announce the birth of their second child, a son, **Rodney Omar**, on September 24. Mr. Cassidy is in the Beaumont Engineering Department.

Mr. and Mrs. Aubrey Sprawls, he's area development engineer in Beaumont, announce the birth of their second daughter, **Mary Margaret**, at Baptist Hospital, October 14.

Mr. and Mrs. Alton J. LeDoux announce the birth of a daughter, **Tammy Elizabeth**, August 8. Mr. LeDoux is a mechanic's helper at Riverside Station in Lake Charles.

Mr. and Mrs. Thomas E. Hebert announce the birth of a son, **Thomas, Jr.**, on August 8. The senior Hebert is a mechanic's helper at Riverside. The Heberts have recently moved to Maplewood from Jennings, La.

Mr. and Mrs. Malcolm M. Williams announce the birth of a daughter, **Kathryn Dale**, on September 17. The father is in the Area Development Department in Lake Charles.

Mr. and Mrs. Jack Stengler announce the birth of a son, **Samuel Vier**, born at the Baptist Hospital in Beaumont, November 4. Mr. Stengler is associate editor of PLAIN TALKS.

Mr. and Mrs. P. J. Vincent announce the birth of their son, **Stephen Mark**, on August 16. Mr. Vincent is in the Beaumont T & D Engineering Department.

Mr. and Mrs. Nicholas A. Parrina announce the birth of a son, **Stephen Scott**, October 3. Mr. Parrina is a meter reader in the Baton Rouge Accounting Department.

Mr. and Mrs. Dennis Landry, Jr., announce the birth of a daughter, **Denise Ann**, October 25. Mr. Landry is also a meter reader in the Baton Rouge Accounting Department.

Mr. and Mrs. Robbie D. Sweet announce the birth of a third child and second girl, **Dona Lyn**, October 10. Mr. Sweet is district serviceman in Somerville.

Mr. and Mrs. Joseph C. Amedee, Jr., announce the birth of a daughter, **Marlene Michele**, on August 27. Mr. Amedee is a turbine engineer at Louisiana Station.

Mr. and Mrs. Harrell L. Harrison announce the birth of their third child and second son, **Michael Lloyd**, on August 15. Mr. Harrison is a turbine operator at Louisiana Station.

Mr. and Mrs. Lehman E. Strickland announce the birth of their third child and daughter, **Debra Sue**, on September 30. Lehman is a switchboard operator at Louisiana Station.

gulf staters in the news

L. R. Eddins, plant superintendent at Riverside Station in Lake Charles, has recently been elected vice-president of the West Calcasieu Association of Commerce in Sulphur.

Guy Miller, System Engineering Department, Beaumont, has asked that any alumnus of Louisiana State University living in the Sabine area and who is interested in joining the Sabine Area Louisiana State University Alumni Association, get in touch with him at the Beaumont general office building. Guy is the newly elected Texas representative for the National LSU alumni group. He promises an active association, complete with dances, parties and meetings where movies of this year's Tiger football team in action will be shown.

KNOWING'S NOT ENOUGH



Case Number 8

Typical Accident That Happened to Gulf Staters During the Month of October:

"While walking along passageway, tripped and fell over a piece of equipment, injuring shoulder and several minor injuries about body."

How can this type of accident be prevented?

These Winners thought **SAFETY** -- Do You?

HOW TO PREVENT EYE INJURIES

Safety Contest winners for the month of October are as follows:

Isaac Jefferson, T & D Department, Baton Rouge: "To safely do this job I would use goggles or other safety glasses that are provided, especially when using an air hose in dusting."

W. Garland Strong, Riverside Station, Lake Charles: "Don't use large rags around running motors or moving machinery. Never use these rags unless equipment is stopped. If necessary to use a rag to clean with around running machinery, fold rag tightly. Never dust or clean motors and pumps without wearing goggles."

S. L. Adams, Louisiana Station, Baton Rouge: "Wear goggles, use air pressure to blow dust out of motors, always blow away from yourself. In areas where other people are working, confine dust with a canvas barrier. Use a breathing respirator."

Gandy Hall, Neches Station, Beaumont: "Goggles should always be used, and never use air pressure that is too strong. This could damage equipment and cause particles of paint to be blown off of machinery. Don't blow air in recesses that could blow trash and dust back on you; rope off work area when blowing dust from motors and other equipment, thus protecting passersby and nearby fellow workers."

A. Boutte, Service Center, Port Arthur: "Never attempt to dust or clean motors and equipment without wearing goggles. Use a low pressure air line, wear no loose clothing, and don't use large, floppy rags around running machinery. If it is necessary to use a rag to clean off running machinery, always keep rag small in size and confined in your hand as closely as possible. Never leave rag ends loose."



SAFETY RECORDS ARE GOOD NEWS!

Last month was a good month as far as safety records go. The entire company completed three million manhours (up to date), the last two million safe manhours being consecutive, without a disabling accident.

In picture at upper left, President Nelson extended both a plaque and his congratulations to G. R. Fulton, executive vice president in charge of Texas operations, who accepted it on behalf of Texas employees who completed one million manhours worked without a disabling accident. At the right, Texas employees representing the various departments of the Company gathered with Mr. Nelson to celebrate the occasion of three million safe manhours during 1958. From left, they are: D. E. Collins, line department; J. R. Abernathy, foremen; Mr. Nelson; Nelle Wilkins, sales; Glenn R. DeLaney,

production; and E. L. Butler, transmission and distribution.

In lower right, E. L. Granau, vice president, Lake Charles, receives a plaque and congratulations from H. C. Leonard, executive vice president, Louisiana, on the completion of one million safety manhours in Lake Charles Division.

In Baton Rouge, represented by the picture at lower left, H. C. Leonard, executive vice president, congratulated a group of employees representing four departments of the Company for the third period of a million manhours without a lost-time accident this year. The employees are Virgle Braud, Louisiana Station; Mrs. Margie Greer, main office; Vernon Young, T & D Department, and Albert Weimer, Gas Department.

